PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

we see by the papers

. . . that power-full WOR has once again contracted with the N. Y. Herald Tribune to promote its sponsors' programs with more than 3000 lines of space *every* week during the year 1946. Whether it's on-the-air, outdoor, direct mail, window display, newspaper, magazine, business paper, or special tie-in, WOR is probably doing one of the greatest great station promotion jobs in America today to build more and more listening in its 7-state, 16-city area for the sponsors whose billing it carries.

WOR — *that power-full station at 1440 Broadway, in New York*

MUTUAL

IN THIS ISSUE: TEXT OF NARBA INTERIM AGREEMENT

A MICROPHONE is as good as a SNOW SHOVEL

Rural Mail Carrier Morris points out another WLS Service—

IF YOU WERE CARRYING the mail along highway and road, with snow drifted high around every rural mail box, you'd understand why G. M. Morris was moved to write WLS.

A RURAL MAILMAN at Decatur, Illinois, Mr. Morris says, ". . . referring to your remarks urging patrons of mail routes to clear their boxes of snow, I know I speak for my fellow carriers when I say thank you."

BROADCASTING 56 MARKET reports each week . . . asking folks to shovel the snow away from their mail boxes . . . delivering frequent authentic weather information . . . getting a church bell for Grovertown, Indiana . . . in many ways, large and small

WLS SERVES THE PEOPLE OF MIDWEST AMERICA

WLS

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER President
GLENN SNYDER Manager

A Clear Channel Station

CHICAGO 7

50,000 watts, 890 KC, American Affiliate. Represented by JOHN BLAIR & COMPANY. Affiliated in Management with KOY Phoenix, and the ARIZONA NETWORK — KOY Phoenix KTUC Tucson KSUN Bisbee-Lowell-Douglas

HEIGH-DE-HO

HY HIGH, JR. EDITOR

9TH YEAR • FEBRUARY NINTH, 1946 • NO. 206

Nautical

Jeanne Secor, 9B Gillespie Jr. High stude, collects Navy, Army and Marine insignia from her veteran cousins, uncles and boy friends, and uses insignia to dress up her school clothes. In the pix she's modeling an outfit in the Navy motif. Her skirt pocket is made from a Motor Machinist's rating; there's another insigne on her bolero, and more Navy-honoring accessories, includ the sailor ha side, an choker and a bracelet w l sports a mod to complete ' going garb.

Football Latin

To help ... learn Latin ve ...

Worcester Sportsmen

During the present year many contest are being held for members of the Spo men's Club of Worcester Jr. High. Th trapping muskrats, killing harmful catching fish and shooting cro members so far have tra rats. Steel traps streams where must be attend. from escaping. and vary in le si

"HUBBA-HUBBA!"

Jeanne Secor, Gillespie Junior High School student, one of the teen-agers featured recently in *The Evening Bulletin* "Heigh-De-Ho" column and on the "Heigh-De-Ho" program over WPEN.

950

WPEN

258

WPEN-FM

...the Stations for Philadelphians

SAY TEEN-AGERS

Here's a new WPEN program that's tumbling Philadelphia's high-school set out of bed in the morning without being called. It's "Heigh-De-Ho"—the lively adaptation of *The Evening Bulletin* school column that's been a teen-age smash hit for years.

"Heigh-De-Ho"—devoted entirely to chatty school news and sports—has been on the air less than three months. Yet it already has thousands of enthusiastic listeners . . . and gaining new ones every day. Parents, too, say it's one of the best teen-age programs they've heard.

This new show is another example of the careful planning that goes into WPEN programming. Like *The Evening Bulletin,* the largest evening newspaper in America, which owns and operates the station, WPEN knows Philadelphia tastes. That's why its programs—built for Philadelphians—always ring the bell.

NATIONAL REPRESENTATIVES: HEADLEY-REED COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • LOS ANGELES

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BROADCASTING... at deadline

Closed Circuit

ACTING CHAIRMAN DENNY presides at his first full FCC meeting today (March 4), when all six Commissioners are expected to be on hand. Among likely decisions of policy level: Washington, D. C. television grants; transfer of WINS New York from Hearst Radio to Crosley Corp. (Avco) for $2,100,000.

ANENT Washington television, matter had been up before with only four commissioners present and was stalemated by divided vote. Then it looked like outright fulltime grants to NBC, DuMont, and Philco, with Bamberger (WOR) and *Washington Star* (WMAL) to to share fourth available "downstairs" assignments. Sixth applicant is WWDC Washington local. Entirely new lineup may result at today's meeting, but reports of any final vote prior to session are wrong.

OPA CHIEF Paul A. Porter present at President's Cabinet meeting last Friday—and probably will attend all of them in future. So perhaps Mr. Truman won his original objective after all—to have the services of Mr. Porter as a confidant of the White House inner circle.

CHESTER BOWLES, Economic Stabilizer and former member of Benton & Bowles, New York agency, demanding his name be withdrawn from firm since his former agency is handling National Assn. of Manufacturers account. Though both William B. Benton and Mr. Bowles disposed of their agency interests [BROADCASTING, Feb. 18], name continued.

CONVERSATIONS looking toward sale of WALA Mobile, NBC outlet, to other Alabama radio interests were going forward last week. WMOB, second station in city, in process of transfer to Nunn radio interests (WLAP Lex-

(*Continued on page 90*)

CHICAGO SUNDAY ACTION

LOSS of local listeners Sunday after 9:30 p.m. (CST) in Chicago, is being met by production of high-priced local shows over WBBM and WGN: *The Whistler* (9:30 p.m.) on WBBM and *Mystery House* over WGN at same time, both sponsored by Peter Hand Brewing Co., Chicago (Meisterbrau) through BBDO.

On air only five weeks, *The Whistler* replaced *Jobs for GI Joe* whose latest rating was 6.9 as compared to 17.2 of *Take It or Leave It*, which preceded on CBS. According to Russ Tolg, BBDO radio director, *The Whistler* should "easily surpass" its predecessor. *Mystery House* with 10.3 has long held highest local rating after 9:30 p.m., Sunday.

Other stations are concerned with "tune-out" following 9:00-9:30 p.m. period and concur that it can't be overcome without expensive local programs.

Upcoming

March 7: Industry Music Committee, NAB Hdqrs., Washington.

March 11: FM application hearings before Comr. Jett, Washington.

March 14-15: Mutual Board of Directors quarterly meeting, New York.

March 15: Advertising Subcommittee of Domestic Distribution Dept. Committee, U. S. Chamber of Commerce, Waldorf-Astoria, New York.

March 20: NAB Engineering Committee, Fort Hayes Hotel, Columbus, O.

Bulletins

FIVE APPLICATIONS for new standard stations and two requests to change frequencies announced Friday by FCC. Applying for new stations: Hazard Broadcasting System, Hazard, Ky., for 1340 kc, 250 w, unlimited; James R. Doss Jr., Bessemer, Ala., 1490 kc, 250 w, unlimited; James R. Doss Jr., Huntsville, Ala., 1450 kc, 250 w, unlimited; Gulf State Broadcasting Co., Crowley, La., 1450 kc, 250 w, unlimited; Plains Empire Broadcasting Co., Amarillo, Tex., 1320 kc, 500 w night and 1 kw day, unlimited, with directional antenna. Change of frequency from 1340 kc to 550 kc and increase in power from 250 w to 5 kw is sought by WNBH New Bedford, Mass. Contingent upon approval of this application, WOCB West Yarmouth, Mass., applied for shift from 1240 kc to 1340 kc.

CBS TO OFFER COLOR STANDARDS, SOLONS TOLD

CBS PROPOSES within next few months to recommend to FCC technical standards for commercial operation of color television, Frank Stanton, CBS president, Friday told members of Senate Interstate Commerce and House Interstate & Foreign Commerce Committees in New York for special demonstration of CBS color television.

"It is imperative," Mr. Stanton said, "that such standards for color be set promptly, so that a broadcaster entering the television field in color will have the opportunity to derive income and be able to compete with the broadcaster operating commercially in black-and-white on the low frequencies."

Members of Congressional party high in praise of color television, were: Sen. Burton K. Wheeler (D-Mont.), chairman, Interstate Commerce Committee; Sen. Albert W. Hawkes (R-N. J.); Sen. Frank P. Briggs (D-Mo.); Rep. Richard F. Harless (D-Ariz.); Rep. Evan Howell (R-Ill.); Rep. Joseph P. O'Hara (R-Minn.); Mrs. O'Hara; Rep. Charles Halleck (R-Ind.); Mrs. Halleck, and Elton J. Layton, clerk of House Interstate & Foreign Commerce Committee. Earl Gammons, CBS Washington director, was host to Congressmen on Washington-New York trip Friday, assisted by Fox Case, his executive assistant, and Harry Crow, WTOP-CBS accounting department.

Business Briefly

PERFECT SPONSORS SPEEDWAY ● Perfect Circle Co., Hagerstown, Ind., (pistons), through Roger Beane Co., Indianapolis, sponsors Memorial Day Indianapolis 500-mile auto race for five years over MBS starting with this year's renewal of race, first since 1941. Tom Slater will be heard in three periods (10:45-11:15 a.m.; 1-1:15 p.m.; 3 p.m. EST until finish). He will be assisted by Norman Perry, WIBC Indianapolis, and three others not yet named. MBS also will air race leaders every half-hour.

NASH-KELVINATOR CHANGE ● Nash-Kelvinator Corp., Detroit, April 3 substitutes Dave Rose and orchestra for Andrews sisters, who leave program after March 28. Agency, Geyer, Cornell & Newell, New York.

NEWS INSERTS CONSIDERED FOR MUTUAL PROGRAMS

TO BRIGHTEN regular news shows, Mutual is working out plan to introduce special pick-ups, for which sponsors would pay. With tailor-made international news of great public interest waning since war's end, U. S. radio newsmen must begin exercising ingenuity in covering domestic scene, A. A. Schecter, MBS director of news and special events, said Friday on return to New York from nationwide tour of MBS outlets. Indication is MBS newscasts will have new domestic flavor.

A. L. BRIGHT STRICKEN

(*See earlier story page 78*)

ARTHUR L. BRIGHT, president and general manager of KHQ Spokane under its new ownership, suffered a heart attack last week and was absent from the formal transfer of the station from Louis Wasmer Inc. to the Spokane Chronicle Co., effected last Friday. Active operation of the station temporarily was taken over by Dick Dunning, vice president and sales manager, formerly with KFPY Spokane. Wallace Brazeal, program director of KFPY, has joined KHQ in the same capacity. Mr. Bright was reported to be seriously but not critically ill.

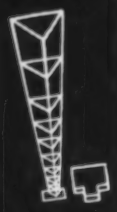
VOICELESS SPEAKER

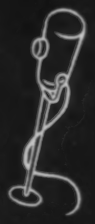
NAB PRESIDENT Justin Miller is a victim of radio's occupational ailment—he lost his voice last week. While latest reports are that he is improving, he nevertheless was unable to preside at BMI board meeting in New York last Wednesday without a "stand-in." Frank K. White, CBS vice president and treasurer, who sat beside him, served as his loud speaker. At the American Civil Liberties Union Radio Committee meeting Monday evening, Judge Miller also found it incumbent to use Mr. White's vocal cords. Cause of low decibel output was Judge Miller's speechmaking marathon during first siege of NAB district meetings.

VOLTAIRE believed in free speech. It was he who said: "I do not agree with what you say, but I will defend to the death your right to say it." And most people agree that a good argument, stimulating thought and action, is a healthy sign of an active mind.

WGN's newest in a long line of distinctive public service programs is entitled "Your Right To Say It" and is broadcast each Sunday evening from 6:00 to 6:30. It is a new approach in the discussion of timely controversial subjects and no script is used. Two nationally known, well qualified principals present divergent views in an actual debate, complete with rebuttal.

"Your Right To Say It" helps the radio listener in clarifying his own thinking on matters of importance. It is further evidence of WGN's leadership in the great middlewestern market.



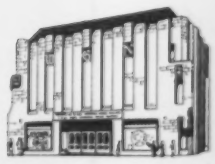


YOUR RIGHT TO SAY IT

A Clear Channel Station . . . . . Serving the Middle West

WGN

CHICAGO 11 ILLINOIS
50,000 Watts
72 On Your Dial



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

THE MOVE'S TO
KOIL
KOIL COVERS A METROPOLITAN AUDIENCE
KOIL is programmed directly for the Omaha-Council Bluffs trade area, the only large market center between Denver and Chicago, Kansas City and Minneapolis. There are more people in the four counties comprising the immediate Omaha-Council Bluffs trade area than in three times as many counties in any other section of Nebraska or western Iowa.
Advertisers know KOIL covers this area most effectively—and at lower cost per listener. That's why KOIL carries 116 of the 181 local advertisers in the area—almost TWICE as many as any other station.
REPRESENTED BY EDWARD PETRY CO., INC.
GORDON GRAY - VICE PRESIDENT & GEN. MGR.
KOIL
1290 K.C.
5000 WATTS
Basic ABC IN Omaha

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Jack Levy, Rufus Crater, Lawrence Christopher, Mary Zurhorst, Norma Pugliese, Adele Porter, Molly Jackson.

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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
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Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
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David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU
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James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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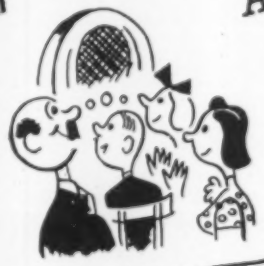
SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

"Myrt and Marge"

BACK ON THE AIR!



A favorite of Millions!

Now as a World transcribed feature—"Myrt & Marge" comes back to the air. This famous show had many active fan clubs . . . broke box office records on personal appearance tours.

Yes, "Poor Butterfly" is back, too

This famous signature meant "Myrt & Marge" for millions of people. The nostalgic melody was part and parcel of the show. Naturally it's back as signature for the new series.

Two leading national advertisers sponsored "Myrt & Marge"

"Myrt & Marge" was sponsored for 10 years by two leading national advertisers. In its last year on the air, the show received the award of merit of a leading radio publication.

Up-to-the minute script

"Myrt & Marge" returns as a new transcribed series produced by World. The show has been thoroughly modernized and brought up-to-date. It is still based on the original story and the entire production is under Myrt's supervision.

High ratings opposite "Amos & Andy"

During its first five years "Myrt & Marge" was opposite "Amos & Andy" . . . ran nip and tuck in ratings. During its second five years (daytime), "Myrt & Marge" had a Hooper of 10.4 in February 1941.

Available now for local, regional & national sponsorship

World offers a minimum of 260 15-minute open-end shows . . . recorded with superb realism and fidelity on World's famous transcriptions. They're in production now. Wire, write or phone for full information.

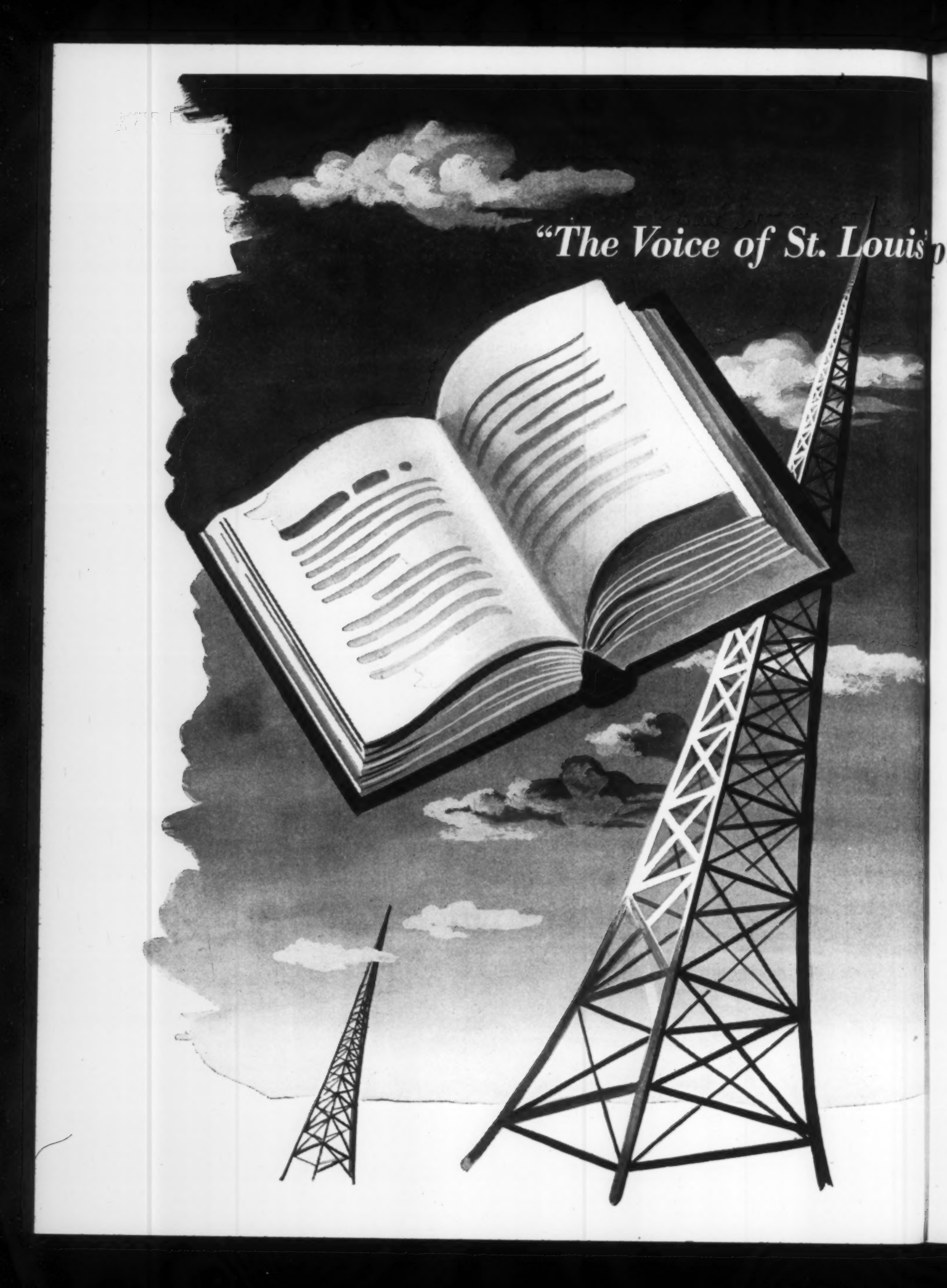
WORLD BROADCASTING SYSTEM, Inc.

a subsidiary of Decca Records, Inc.

NEW YORK
711 Fifth Ave.

CHICAGO
301 East Erie St.

HOLLYWOOD
1000 North Seward St.


"The Voice of St. Louis"

presents . . .

THE TEACHER'S WORKSHOP

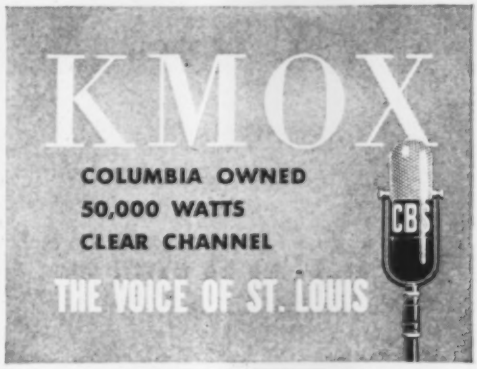
St. Louis high schools will soon offer a new study course *in broadcasting*—one that provides students with full scholastic credit. And the men and women who will conduct it are today being trained in the most modern phases of radio by KMOX, *The Voice of St. Louis.*

Each Tuesday more than 40 experienced teachers attend the KMOX *Teacher's Workshop*, held right in the KMOX studios. Here they amass the practical radio knowledge that will soon enable them to instruct these new classes.

Coached by KMOX Continuity Director Ben Wilson and Producer Ted Westcott, the St. Louis teachers learn articulation, script-writing, direction, voice-training, production, dramatics, music—everything from creating programs to the actual timing of broadcasts on the air. In short, they learn *radio* at its best, as exemplified by *The Voice of St. Louis* itself.

These weekly sessions of *The Teacher's Workshop* were created through joint cooperation of KMOX and the St. Louis Board of Education in response to attention-arousing demands by high school students for a chance to learn more about broadcasting as a career. When a competent teaching staff has been KMOX-trained, the new radio courses will be added to regular curricula.

In this way, *The Voice of St. Louis* meets a new public interest challenge...and offers still another positive example of how KMOX leadership keeps pace with progressive community developments in this busy mid-Mississippi Valley area.



REPRESENTED BY RADIO SALES, THE *SPOT* BROADCASTING DIVISION OF CBS
WITH OFFICES AT: NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS, SAN FRANCISCO, ATLANTA.

OUR LISTENERS SHINE THEIR OWN CARS

They're the kind of people to whom a car is a cherished possession. They go to service stations for lubrication jobs. They go to their dealers for engine repairs. But they're also the kind of down-to-earth people who get pleasure out of doing little things like polishing their cars themselves.

If you'd like to reach normal human beings who have the money to buy—tell it to them over WWDC . . . the station that's listened to in Washington.

WASHINGTON TO BUY 120,000 NEW CARS

Two families out of five in Washington (41%) say they are almost certain to buy an automobile in the next two years. That means 120,000 new cars! Those figures are from The Planning Committee of the Washington Board of Trade and the Opinion Research Corporation of Princeton, N. J.

WWDC

the big sales result station in Washington, D. C.

represented nationally by

WEED & COMPANY

Feature of the Week

YOU WON'T find him listed in the *Army & Navy Journal* but he's one of the unsung heroes of the war . . . meet General Mills.

The General is a five-star Callipygian plaster figure representing the General Mills Hour on NBC—*Betty Crocker, Guiding Light, Today's Children, Woman In White* and *Masquerade.*

With his chest salad, hash-marks and overseas stripes, the General is also symbolic of the role he and the thousands of General Mills employes played in the war, supplying Allied troops with cereal products and the bisquits in C rations that helped many a hungry GI sweat out regular chow while up on the line.

The General is the brain child of Fred H. Lamb, promotion manager of Knox-Reeves, one of General Mills' agencies, and is being distributed to thousands of radio and advertising executives throughout the country. There's just one

small error in the plaster model of "The General"—hash marks (indicating three years of service each) are not worn on both sleeves. But then a five-star brass-hat such as The General is allowed to wear his uniform any way he sees fit, so don't wire Knox-Reeves or the War Department about it.

Sellers of Sales

SANGSTON (no middle name) HETTLER, radio director of H. W. Kastor & Sons, Chicago, probably wouldn't be in radio today if it hadn't been for the lumber freeze.

"Sock," as he was nicknamed back in his college days because he "socked" the drums in his own band, knew after his first year of peddling lumber that he wasn't enthusiastic enough about the job intended to be his life's vocation. But his father wanted him to follow in his footsteps, so Sock stuck to the family lumber business for five years. Then he organized his own business—still lumber — until the freeze came two years later. It was a perfect out for him and he took it. He decided to try his hand in advertising.

Sock

Philip K. Wrigley of William Wrigley Jr. Co. started Sock on his way when he hired him as a member of the advertising and promotion department back in 1940. With no prejudice intended, Sock believes P. K. Wrigley to be tops among the advertising gentry. "He is not afraid to try something new," Sock adds.

In 1942 Sock left Wrigley Co. to join Lord & Thomas, Chicago (now Foote, Cone & Belding). The agency had an insulating account at the time, and it tied up with the experience Sock had in his lumber years. A two-year indoctrination in the merchandising and research department followed. Then he moved to CBS, Chicago, as an account executive in the Radio Sales Dept. He joined Kastor in the spring of 1945 as assistant media director under George Durham, who later moved to the New York office of the agency. It was then Sock was appointed radio director. He is responsible for approximately $650,000 billing annually from the following accounts: American Family Flakes & Soap (P & G), Cincinnati; Drene shampoo (P & G); International Milling Co., Minneapolis; Blackhawk Brewing Co., Davenport; F. Ad. Richter, Brooklyn; and Jung Arch Brace Co., Cincinnati.

Tall, red-haired Hettler is a native Chicagoan—born Nov. 8, 1915. He attended the Chicago Latin School and Choate School in Wallingford, Conn. He married Janet Davis of Chicago in May 1940 and they now have two children, Deborah, three years, and Pamela, one. Sock's hobby is collecting phonograph records. At the Hettler's large country house in Highland Park, Ill., there is an accumulation of almost 3,500 platters. Aside from their boogie records, the Hettlers live, as Sock puts it, "symphonic" lives.

WDEL

Wilmington Delaware

SELLS

Assures advertisers a greater listening audience than ever before — covers prosperous Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS

Day and Night

NBC

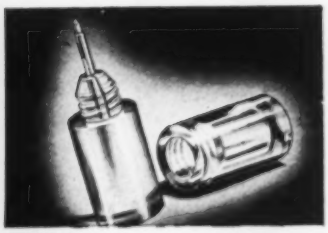
Basic Network

Represented by

RAYMER

Miss "Kay" KGW
timebuyer's sweetheart
Pre-View for 1946
"PORTLAND IS THE CENTRALLY LOCATED ECONOMIC DISTRIBUTION CENTER FOR THE RICH INLAND EMPIRE."
INDUSTRIAL EXPANSION
"AN ESTIMATED $1 BILLION IS EARMARKED FOR PUBLIC AND PRIVATE NEW CONSTRUCTION, PORT AND RIVER CONTROL FACILITIES, FEDERAL WATERPOWER PROJECTS AND EASTERN INDUSTRIES MOVING BRANCHES TO THE NORTHWEST."
"DURING THE WAR PORTLAND WAS THE THIRD PORT IN THE UNITED STATES IN THE MOVEMENT OF COMMERCIAL CARGOES. WITH THE RESUMPTION OF PEACE-TIME TRADE THE PORT HAS EVEN BRIGHTER PROSPECTS FOR 1946 WITH SHIPS AND CARGOES HEADING FOR SOUTH AMERICA, ASIA, EUROPE AND AUSTRALIA."
"KGW'S MARKET AREA IS RICH IN POTENTIALS OF INDUSTRIAL GROWTH, LOW COST HYDROELECTRIC POWER, INCREASED POPULATION, AND MORE MARKETING WITH THE ORIENT AND EAST COAST PORTS."
"PORTLAND'S PROGRESSIVE BUSINESS LEADERS, PUBLIC OFFICIALS AND PRIVATE CITIZENS FORESEE 1946 AS A YEAR OF EXPANSION AND INCREASED GROWTH."
..NEW BUSINESS VENTURES.....
...WITH BANK DEPOSITS UP-NEW OFFICE BUILDINGS...
"HERE ARE A FEW POINTS TO REMEMBER WHEN INVESTIGATING THE OPPORTUNITIES OF ADVERTISING OVER THE NORTHWESTS NO.1 RADIO OUTLET."
1. Expansion of Foreign Commerce
2. Magnified Industrial Promotion
3. Aviation, Rail, Water, Highway Hub of the Northwest
4. Expansion of Trade Distribution
5. More Extensive Agricultural Production
ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Presto Cutting Needles in a "Trouble-Proof" Container *at no extra cost*



NEW! A transparent lucite container keeps Presto Cutting Needles *safe*. Nothing can harm the precision ground point and cutting edges.

TIGHT! This ingenious chuck holds the needle *tight*—no chance of damage to the point in shipment.

EASY! Just slip used needles (safe in their containers) into this handy mailing bag and send them off to Presto for resharpening.

FOR YOUR CONVENIENCE! Presto Sapphire Recording Needles *now* come to you in a *new* package, designed for utmost needle protection in shipping and handling.

FREE! To Presto-equipped recording studios: a convenient rack holding six Presto Cutting Needles, with special "point-control" chart recording number of hours each needle is used.

PRESTO Cutting Needles are packed in a Distributor's Carton of six. Each needle container is individually boxed with mailing bag. Order a dozen. Keep 6 in use—6 in transit.

PRESTO

RECORDING CORPORATION

242 W. 55th St., New York 19, N.Y.

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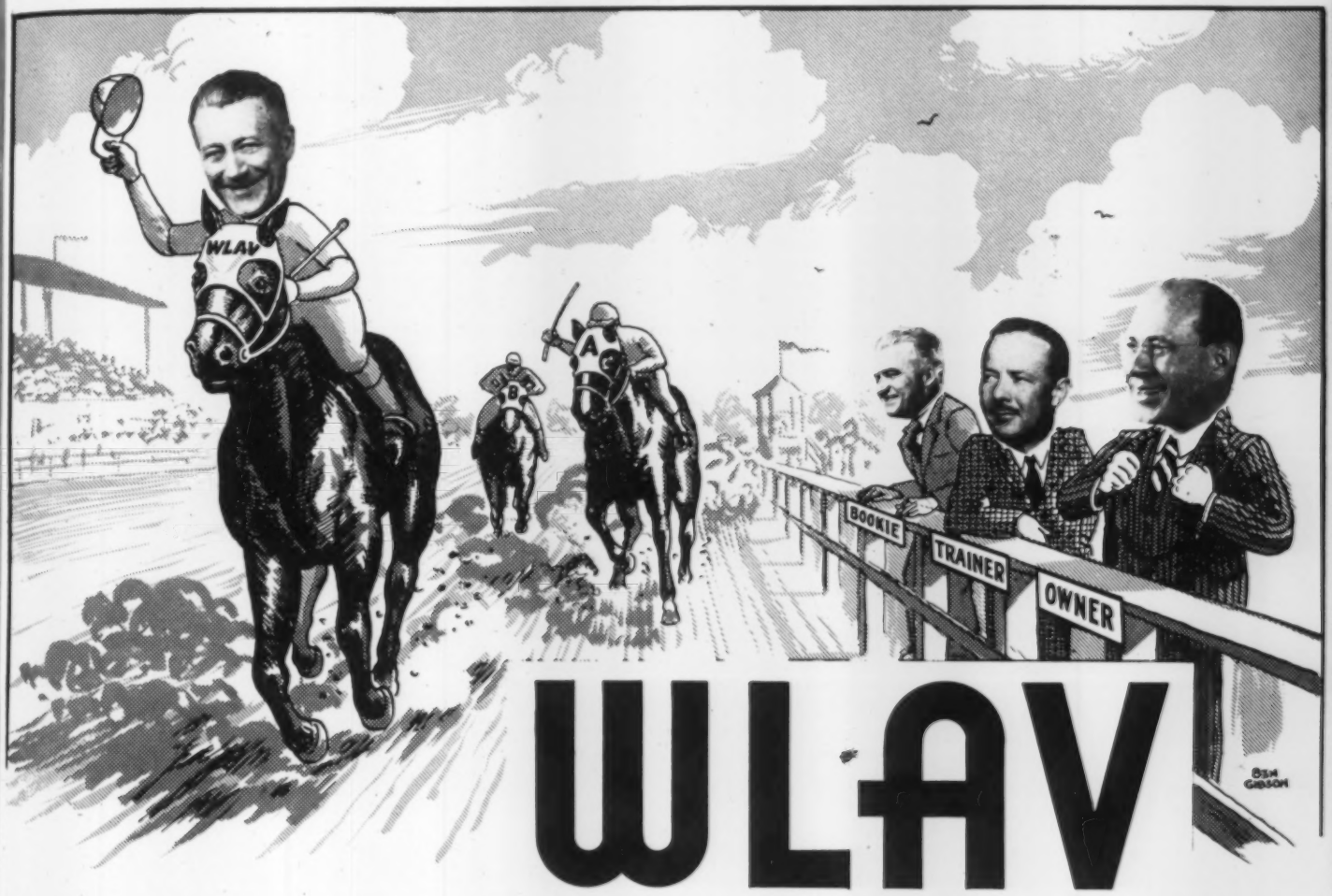

WLAV

OWNED BY	—Col. Len Versluis	**JOCKEY**	—Hy Steed	**WIN**	—More Periods Weekly
TRAINER	—Mark Woods	**SIRE**	—Grand Daddy Rapids	**PLACE**	—113,000 Radio Homes
BOOKIE	—Joe McGillvra	**DAM**	—Good Shows	**SHOW**	—Always a Good One
STABLE	—A.B.C. Network	**ADDED WEIGHT**	—Local Production	**PRICE**	—More For Your $

PLAY THE FAVORITE! THE ODDS ARE IN YOUR FAVOR!

American Broadcasting Company's Station for Western Michigan.

— WLAV —

Key Station for the WOLVERINE NETWORK

THE SCORE BOARD

	WLAV	STA. A	STA. B
DOMINATION OF THE HALF-HOURS SURVEYED (194 TOTAL)	90	69	4
MORNING - 8:00 A.M. - NOON	33.2	21.2	8.9
AFTERNOON - NOON - 6:00 P.M.	28.0	25.6	10.4
EVENING 6:00 P.M. - 10:30 P.M.	21.7	31.8	11.5
TOTAL WEEK LISTENING	26.5	27.2	10.5

Results of a Conlan Survey, made in Grand Rapids, Dec. 2-8, 1945.

— WLAV —

Keeler Building
Grand Rapids, Mich.

Represented Nationally by Joseph Hershey McGillvra Inc. New York — Chicago — Los Angeles — San Francisco.

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● If there's one thing we prize more than another, here at F & P, it's the knowledge that an extra 5% of effort often makes a 100% difference in results — *and that nothing counts except results.*

Our eighteen *good* men, who feel that way about their work, are ready, willing and eager to go to bat for you — and to *keep* batting, regardless of how tough the going is, until they get the results you want. Call on us for whatever you need to make spot broadcasting more resultful and more profitable — especially (but not necessarily) if it's in any of the markets at the right.

EXCLUSIVE REPRESENTATIVES:

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BALTIMORE	WCBM
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BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SHENANDOAH	KMA
SYRACUSE	WFBL
TULSA	KTUL

and WRIGHT-SONOVOX, Inc.

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BROADCASTING

VOL. 30, NO. 9 WASHINGTON, D. C., MARCH 4, 1946 $5.00 A YEAR—15c A COPY

Denny Promises Swift Handling of Cases

FCC Policies Stand; Favors Video Status Quo

By JACK LEVY

"IT WILL BE our aim to carry out the objectives of former Chairman Porter: To clean up the docket, get it on a current basis, and keep it that way," Acting Chairman Charles R. Denny Jr. told BROADCASTING last week upon taking the reins of the FCC.

Mr. Denny plans to complete action on the current schedule of broadcast hearings as soon as possible. He hopes, when all six members of the Commission are in Washington in April for the resumption of clear channel hearings, that 90% of the cases heard can be decided. He is shooting at a 30-day target for taking action from the time the record is received.

Mr. Denny received official notice of his appointment as acting chairman from President Truman last Tuesday. Former Chairman Porter was sworn in the same day as OPA Administrator.

Policies to Stand

Because of the sudden change in events, Mr. Denny will be unable to be present at hearings he was scheduled to conduct this week in Utah and next week in Vancouver, Wash. Arrangements have been made to assign staff members to take his place and hold these hearings in Washington.

Mr. Denny expects no change in Commission policies as the result of Mr. Porter's departure. The policies are now laid down by six members of the Commission, he emphasized, and the only change is that the seventh member has left. The Commission has acted unanimously on most matters, he pointed out.

Like Mr. Porter, Mr. Denny is concerned that FM and television get under way as rapidly as possible and that the assignment of frequencies for these services be translated promptly into service for listeners and viewers. Once the construction permits for stations have been granted, he said, the Commission will keep close tabs on the timetable on which a grantee moves to establish his station. "Anybody who asks for an extension will have to give details—a complete accounting of why he needs more time to start his station," he said. "We will give no squatters' rights."

Mr. Denny feels that the present television allocations are sound. The 13 lower channels assigned for commercial stations should permit black and white development immediately while on the other hand the upstairs band will permit the authorization and development of high definition color television as soon as standards can be established.

Renewal Policy

He expects that the initial development of facsimile will come from FM licensees who, in accordance with the allocations established by the Commission will be able to use the channels for both oral and facsimile transmission.

The Commission will give first attention in processing television applications to cities where there are no stations, he said. Cities like New York, which has three stations in operation, will come later.

Not unmindful of the hundreds of applications still to be processed, Mr. Denny emphasized that the backlog of cases before the Commission also includes some 200 stations on temporary license. Within two weeks, he disclosed, the Commission expects to announce a policy with respect to renewal of these licenses. When this policy is formulated, he said, procedure will be instituted to put these stations on a regular basis and "to get the temporary renewals cleaned up."

Mr. Denny designated the forthcoming policy as a "rationalization of renewal policy," although the report will concern itself almost entirely with the basis and the method by which the Commission will check the program representations of a station. "We are not interested in program content as such," he stressed, "but we are concerned that licensees make good on their representations. We think these representations should be taken seriously by the Commission."

The Commission has been trying to rationalize its policies on renewals and has been carrying on studies to that end, Mr. Denny explained, since Mr. Porter first enunciated the problem in a speech before the NAB early in 1945 [BROADCASTING, March 19].

[Former Chairman Porter said in an address before NAB District 4 that the Commission was considering a procedure whereby public service promises in station applications will be compared with performances. He said that proposals were pending "designed to

(Continued on page 74)

ACTING CHAIRMAN Charles R. Denny Jr. will direct the operations of the FCC along the same lines as his predecessor, Paul A. Porter. Immediate objective will be to process station applications as rapidly as possible, decide hearing cases within 30 days after receipt of record, keep docket current.

Marcantonio Blocks Lea Bill Action

Objects to Appointment Of Conferees; Rule Is Sought

CONGRESSIONAL action on the House-passed Lea-Vandenberg bill (S-63) to protect broadcasters from excessive demands of James Caesar Petrillo and his American Federation of Musicians, was blocked momentarily in the House Friday by Rep. Vito Marcantonio (AL-N. Y.). He objected when Rep. Clarence F. Lea (D-Cal.), the bill's author, asked unanimous consent for appointment of conferees.

Rep. Lea's request came after the Senate earlier in the week had appointed these conferees at the request of Chairman Burton K. Wheeler (D-Mont.) of the Interstate Commerce Committee: Sens. James M. Tunnell (D-Del.), Ed Johnson (D-Colo.), Francis Myers (D-Pa.), Wallace H. White Jr. (R-Me.) and Warren R. Austin (R-Vt.). House conferees were to have been Reps. Lea, Alfred J. Bulwinkle (D-N. C.), Lyle H. Boren (D-Okla.), B. Carroll Reece (R-Tenn.) and Clarence J. Brown (R-Ohio).

Rep. Lea immediately requested a rule of the Rules Committee to appoint conferees. Committee will meet Tuesday and indications were such a rule would be granted, in which event Congressional action could come this week.

Meanwhile the Industry Music Committee, advisory group representing all industry elements, has scheduled a meeting for March 7 at NAB Washington headquarters, presumably to discuss the Petrillo issue. Committee members received notices of the meeting on Thursday.

House Paved Way

By passing the original Lea bill (HR-5117) by a 222-43 vote [BROADCASTING, Feb. 25], then making its text a revised version of the Senate-adopted Vandenberg bill (S-63), the House paved the way for immediate passage.

In a last-ditch stand to kill the Lea-Vandenberg bill, American Federation of Radio Artists on Friday wired Sen. Wheeler demanding public hearings on the bill, charging it "will impair not only our existing contracts and their administration but will interfere with our right of free collective bargaining with the industry." Rep. Lea pointed out, however, that at public hearings in both the Senate and House, AFRA failed to appear.

"We covered the field thoroughly," said Rep. Lea. "We invited all interested parties to present any evidence they had for or against the bill. Neither the AFM nor AFRA appeared.

Although there has been some speculation that the Senate might amend the measure, possibly extracting some of its teeth, the fact that the Upper House passed the original Vandenberg bill was regarded as an indication that Senators, as well as House members, feel the time is long past for remedial legislation.

Mr. Petrillo's ban on the broadcast of music originating in foreign countries other than Canada has caused the State Dept. no little concern, in view of the far-reaching international information and cultural service planned by Assistant Secretary William B. Benton.

Watch Committee Action

Most important, perhaps, is the delay brought about in the development of FM through the AFM's edict that networks and standard stations cannot duplicate AM programs on FM without hiring additional musicians or paying Mr. Petrillo's union standby fees. The Senate also is concerned over the music czar's ultimatum prohibiting AFM members from performing on television stations.

What action the Industry Music Committee may take at its meeting

(Continued on page 73)

Parker Succeeds Penny As WBT Sales Manager

ROYAL E. PENNY, sales manager of WBT Charlotte, N. C., resigns March 17. It is understood he is negotiating to become manager of a new Atlanta office for a national representative. The announcement, by WBT General Manager Charles H. Crutchfield, also revealed that William M. Parker succeeds Mr. Penny, effective March 10.

Mr. Penny

Mr. Penny has been sales manager of the 50-kw Charlotte station since Jan. 15, 1938, going there from WPTF Raleigh, N. C., where he had been sales manager. Prior to that, he was associated with the Commercial National Bank of Raleigh. While at WBT, Mr. Penny was also southern representative for Radio Sales, national sales division of CBS, acting in the southeastern district for all the network's managed-and-operated stations.

Mr. Parker, well-known in Charlotte business circles, was president of the local Junior Chamber of Commerce in 1943 and more recently was discharged as a sergeant from the Army Air Force after serving 18 months.

Soil-Off Schedule

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), with radio advertising budget for 1946 exceeding $250,000, has lined up schedule to cover major markets nationally effective March 1. Included are thrice-weekly *Bob Garred—News* on nine CBS Pacific stations; three five-minute newscasts weekly on KOA Denver; quarter-hour participation in *Hillbilly Bandwagon* three times weekly on KTRH Houston; thrice-weekly quarter-hour newscast on WOAI San Antonio; thrice-weekly spot announcements on combined *Sunrise Salute* and *Housewives' Protective League* on WJZ New York, WBBM Chicago; thrice-weekly *Morning Matinee* on WLW Cincinnati; five-minute transcribed *Dick & Jeannie* five times per week on WLOL Minneapolis-St. Paul. Coverage is being extended to include Kansas, Indiana, Missouri, Nevada, Oklahoma and Texas, with plans also calling for intensive spot campaign. Vera and Bernhard Nyman, executive heads Soil-Off Manufacturing Co., returned from eastern and mid-western market survey. Frank Oxarart Co., Los Angeles, handles account.

Romson $500,000

ROMSON ART METAL WORKS Inc., New York, plans to spend $500,000 in an advertising campaign to include radio. Firm is spending a million dollars to enlarge its plant facilities in Newark, N. J., and East Stroudsburg, Pa.

NBC's Gross Income for 1945 Surpasses '44 Figure by 7.5%

NBC GROSS INCOME for 1945 totaled $61,270,570, up 7.5% from the network's 1944 gross of $56,995,065, according to the 26th annual report of Radio Corp. of America, sent last week to the company's stockholders. The corporation's broadcasting operation was the only one to exceed its 1944 record, the report reveals, gross income of the manufacturing division dropping 20.9%, that of the RCA communications companies down 0.6% and miscellaneous income down 1.6%.

Overall gross income of RCA and its subsidiaries for 1945 was $279,503,615, a decrease of 14.4% from the 1944 total of $326,421,913. Net income after all deductions, however, was up 10.3%, from $10,263,291 in 1944 to $11,317,068 in 1945. After payment of preferred stock dividends, earnings per share of common stock were 58.8 cents in 1945 as against 51.2 cents in 1944.

Conversion

Report reviews RCA's 1945 operations in the war effort, quoting Secretary of Navy James V. Forrestal on RCA's "preeminent" contribution to the fleet and Lieut. Gen. Brehon B. Somervell of Army Service Forces on the company's "magnificent achievements" in producing the tools of war. Company points out that hundreds of new electron tubes and other devices "developed to meet the demands of war are now available for peacetime use in communication, transportation and industry."

A sizable portion of the report is devoted to television. RCA, it states, "will continue research and development in all phases of television . . . RCA Victor Division will manufacture the finest possible television equipment for sale to broadcasters and the public. NBC will continue development of television broadcasting and program service to American homes and schools and will develop plans for the establishment of a nationwide network of independent television stations. RCA will continue to make available to its licensees all of its inventions in this new field."

Prepared for Service

Regarding broadcasting, RCA reports that the year's momentous events "were sharply reflected" in NBC's operations and at year's end the NBC owned stations and 149 affiliates "were prepared to render a peacetime service which—in quality, variety and public interest—would surpass that of any previous year and would maintain the network's leadership in the field of broadcasting.

"The many programs of music, news, public affairs, religion and other subjects which NBC presents each week at its own expense are, of course, made possible by advertisers," the report explains.

RCA Victor Division began producing civilian radios within eight weeks after V-J Day and, despite a shortage of parts and cabinets, had turned out more than 75,000 sets by the end of the year, the report states. Already, it continues, "deliveries have been made of a new line of improved FM broadcast transmitters and of other broadcasting equipment." The Lancaster plant is being converted to supply tubes for broadcasting, television and industrial uses. The company plans to have home video receivers on the market by summer, transmitting equipment "is scheduled for delivery the latter part of the year."

Drawn for BROADCASTING *by Sid Hix*

"Things sure are humming since we borrowed Mr. F. E. Boone from the 'Hit Parade'!"

Krug Once at FCC

JULIUS A. (Cap) KRUG, appointed by President Truman last week as Secretary of the Interior, is the first former official of the FCC to attain cabinet status. Mr. Krug's first job in Washington, after serving with the Wisconsin Public Service Commission, was special investigator for the FCC in connection with its extensive inquiry into the operations of American Telephone & Telegraph Co. He joined the Commission Jan. 2, 1936 and resigned Dec. 31, 1937. Shortly afterward, he was named to the TVA. Only 38, he is one of the youngest men ever named to a cabinet post.

TELEPHONE STRIKE THREAT CONTINUES

(*See story on page 83*)

AS THE SPRAWLING NFTW drew battle plans for its strike scheduled March 7 hope of possible peaceful settlement rose and waned, then rose faintly again in New York as leaders of the Federation of Long Lines Telephone Workers, key affiliate of the NFTW, met with AT&T chieftains.

First negotiation session broke up at 3 a.m. Thursday, after 14 hours of talk. But it appeared that the conference had achieved little. Union leaders were frankly pessimistic about a solution.

By Thursday afternoon, however, a company spokesman announced that a management-union meeting had been set for Sunday afternoon. The spokesman refused to disclose whether the company intended to propose a new basis of settlement, but he said cautiously that the company hoped to avoid the strike by peaceful negotiations.

Union leaders, meanwhile, were closeted in an executive meeting and could not be reached. It was not known whether they had agreed to attend the Sunday meeting.

Harvel Replaces

HARVEL WATCH Co., New York, March 17 starts *The Cliff Edwards Show* on 54 ABC stations, Sun. 1-1:15 p.m., replacing John B. Kennedy whose last broadcast for the sponsor will be made March 10. Agency is A. W. Lewin Co., N. Y.

Postpone Hearings

HEARINGS on FM applications in Boston, originally scheduled to be held March 11, have been postponed until April 2, the FCC announced Thursday. It is understood the change was made at the request of attorneys representing applicants in Boston and Washington where FM hearings begin March 11. Commissioner Durr will preside at the Boston hearings and Commissioner Jett at Washington.

Cuba's NARBA Victory Portends U. S. Row

May Involve FCC, NAB, Congress, State Dept.

By BILL BAILEY

(*Text of Agreement, page 32*)

GENERAL DISSATISFACTION on the part of clear-channel broadcasters with concessions to Cuba at the Second North American Regional Broadcasting Conference threatened late last week to flare into open warfare involving NAB, State Dept., FCC and Congress.

At the third and final plenary session last Monday representatives of six North American republics signed an interim agreement, extending the North American Regional Broadcasting Agreement, with some modifications, for three years, effective March 29 when NARBA expires. The modifications,

Other NARBA coverage on pages 32, 50, 75, 76, 78

however, gave Cuba every principal demand for which her delegates fought. Cuba went home victorious in the following:

1. Succeeded in changing name from "North American Regional Engineering Conference" to "Second North American Regional Broadcasting Conference," thus opening way for negotiations beyond engineering phases.

2. Took back use of 640 kc and nine other clear channels (5 from U. S., 3 from Canada, 2 from Mexico) and Special Class II privileges on eight regional channels, with power up to 25 kw.

3. Gave U. S. I-A privileges on 1540 kc. U. S. in turn assigned 1540 to Bahamas for loss of 640.

4. Succeeded in eliminating the 650-mile rule insofar as additional channels are concerned.

Permanent Group

The U. S. scored one victory—creation of a permanent Inter-American engineering committee, composed of one engineer each from Canada, Cuba, Mexico and the U. S. This committee will, in event of future interference, take measurements and make recommendations. Under the agreement the offending nation shall take steps to correct the interference. If it cannot be accomplished within 10 days by equipment adjustments, power of the offending station must be reduced.

Mexico signed the Interim Agreement with reservation to Article XII, creating the engineering committee. Sr. Lazaro Barajas, vice chairman of Mexico's delegation and engineer of the Mexican Ministry of Communications & Public Works, explained that formal approval of his Government is necessary before Mexico can participate, although the Mexican delegates favored the engineering committee.

At a news conference following the plenary session, FCC Commissioner E. K. Jett, conference chairman and head of the U. S. delegation, said the interim agreement "may be viewed in the light of a victory for the Cubans." Most of the difficult problems came from Cuba; he added.

"It was essential that we reach a unanimous agreement for the interim period until a new NARBA is adopted," he said. "I personally feel satisfied, though not happy in all respects."

Mr. Jett said that Articles VIII and IX of the Interim Agreement are most important, particularly regarding future interference.

Four Channels Broken

For U. S. broadcasting the agreement meant the breakdown of four class I-A clear channels and use of a Class I-B clear, already broken down in this country. The I-A frequencies are: 640 kc, assigned to KFI Los Angeles; 670 kc, frequency of WMAQ Chicago; 830 kc, on which WCCO Minneapolis operates; 890 kc, shared by WLS and WENR Chicago. The Class I-B channel is 850 kc, on which KOA Denver is the dominant station. Other U. S. stations with night-time operation on 850 are WHDH Boston, 5 kw, and WJW Cleveland, 5 kw.

Regional channels on which Cuba was given special Class II privileges include: 590, 600, 630, 790, 910, 920, 950 and 960 kc. Question of priority use of 590 kc by WAGA Atlanta was left unanswered, although Commissioner Jett said that

(*Continued on page 80*)

SIGNATURES BY THESE men sealed the fate of North American broadcasting for three years. It was signing of English and Spanish versions of the NARBA three-year interim agreement, concluding three-week Second North American Regional Broadcasting Conference. Seated at document table (l to r): Col. Rafael Avila Camacho, Mexico; Dr. F. H. Soward, Canada; Sr. Carlos Maristany, Cuba. Standing (l to r): K. Neal McNaughten of FCC, secretary general of conference; Sr. Nicholas G. Mendoza, Cuba; Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept.; Sr. Jose Ramon Rodriguez, Dominican Republic; Dr. Luis Machado, Cuba; Dr. G. C. W. Browne, Canada; H. J. Clarke, Newfoundland; Alan D. Dodgson, the Bahamas; FCC Commissioner E. K. Jett, conference chairman and head of U. S. delegation.

SIGNING of three-year NARBA Interim Agreement last week gave Cuba virtually all of her demands. Her delegates left Washington with permission to use 10 clear channels (5 U. S., 3 Canada, 2 Mexico) and 8 regionals with power up to 25 kw. Also won their points to erase 650-mile limit so far as new assignments are concerned. Clear Channel Broadcasting Service and score of western farm groups protested compromise. Regional Broadcasters Committee satisfied with deal. Next treaty convention slated for mid-September 1947, to be held in Canada.

NARBA Views of Clears, Regionals

TWO opposing views are presented herewith by representatives of two groups of U. S. broadcasters as result of three-year NARBA Interim Agreement signed last Monday. Edwin W. Craig, general manager of WSM Nashville and chairman of Clear Channel Broadcasting Service, criticizes State Dept. for compromising Cuba's demands. Paul D. P. Spearman, general counsel, Regional Broadcasters Committee, thinks Interim Agreement is good so far as regional stations are concerned.

By EDWIN W. CRAIG

Chairman, Clear Channel Broadcasting Service

PRINCIPLES vital to the sound regulation of broadcasting, internationally and domestically, were surrendered or badly compromised in the Second North American Regional Broadcasting Conference Agreement signed Feb. 25, 1946. This applies both to the results and the procedure employed in reaching those results. The results are that, on five clear channels and on eight regional channels, the United States made deplorable concessions to Cuba. On the data presently

Mr. Craig

(*Continued on page 78*)

By PAUL D. P. SPEARMAN

General Counsel, Regional Broadcasters Committee

UNDER the provisions of the Havana Treaty (NARBA) of 1937, Cuba had the right to use certain regional frequencies in the operation of stations with power greater than 5 kw, and to use other regional channels for the operation of stations with power not in excess of 5 kw.

In both instances the Treaty provided that radiation by Cuban stations, in general, should be held down so that the RMS signal from all stations, including the Cuban stations, would

Mr. Spearman

(*Continued on page 76*)

Five Daytime Stations Granted by FCC

Three on U. S. Clears, but Far From Dominant Outlets

FIVE NEW STANDARD broadcast stations, all to operate daytime only and three assigned on U. S. Class I clear channels, were authorized last Wednesday by a three-man board of the FCC [Acting Chairman Charles R. Denny and Commissioners Paul A. Walker and E. K. Jett].

The Commission had announced Feb. 11, in dismissing 25 applications pending completion of the clear channel and allocations proceedings, that in the meantime it would consider placing additional daytime stations on U. S. I-A clears whenever practicable [BROADCASTING, Feb. 11].

Wide Separation

Two of the daytime stations will operate on U. S. I-A's but the distance between them and the dominant stations is so great that, it was pointed out, the grants cannot be construed as a step toward breaking down the clear channels. For instance, one will be on 750 kc in Davenport, Ia., while the dominant station is WSB Atlanta. The other will operate on 1210 kc in Centralia, Ill., using nondirectional antenna, with WCAU Philadelphia as dominant station on the channel.

It was pointed out that in its February announcement the Commission made it plain that daytime grants on I-A's would be made only when such action would not interfere with the ultimate decision in the clear-channel proceedings.

In addition to the two stations on U. S. I-A clear channels, one was granted on the Mexican I-A 730 kc, one was assigned on 1560 kc, U. S. I-B clear channel, and one will operate on 1310 kc, regional channel. Installation costs of the five outlets were estimated at $82,328.

Two in Durham

Two of the grants were for new outlets in Durham, N. C., one on 730 kc with 500 w and the other on 1310 kc with 1 kw. Earlier, the Commission had announced its proposed decision looking to denial of a third application for a Durham station (see story page 38).

The 1310 kc regional assignment went to W. W. Couch Jr., vice president of Durham Hosiery Mills; S. H. Campbell Jr., vice president and 31% owner of WJHL Johnson City, Tenn., and stockholder in WSPB Sarasota, Fla., and W. J. Lancaster Jr., associated with his father, President W. H. Lancaster, in operating WJHL. Messrs. Couch, Campbell and Lancaster are equal partners in the Durham station, which they said would cost $20,885 to install.

Durham Broadcasting Co., principally owned (80%) by Treasurer A. J. Fletcher, president of WRAL Raleigh, N. C., and applicant for a new daytime station at Greensboro, N. C., on 850 kc with 1 kw, was awarded a construction permit for a Durham daytime outlet on 730 kc, Mexican I-A, with 500 w. Other stockholders include Murray Jones, real estate broker, president; W. K. Rand, with Coca-Cola Botling Co. at Durham, vice president; S. C. Brawley Jr., prosecuting attorney of Durham County Recorders Court, secretary. Station's installation was estimated at $14,800.

Toledo Outlet

Daytime assignment on 1210 kc, a I-A clear channel now used only by WCAU, was granted to Hobart Stephenson for a station at Centralia, Ill. The station will operate with 1 kw. Mr. Stephenson, former partner in WLDS Jacksonville, Ill., is an instructor in piano tuning and director of radio entertainment at Illinois School for the Blind. Cost of his Centralia station was estimated at $21,000.

A new daytime station at Toledo on 1560 kc, I-B clear, with 1 kw, expected to cost $15,784, was granted to Unity Corp. Inc., which has been granted a construction permit for an FM station in Toledo and is seeking FM outlets in Lima, Springfield, Mansfield and Columbus, O. and at Erie, Pa. The channel is now used fulltime by WQXR New York with 10 kw and KPMC Bakersfield, Calif., with 1 kw.

Unity Corp. is headed by President-Treasurer Edward Lamb, Toledo attorney, who owns 47% interest. His wife, Prudence Lamb, owns 15%. Smaller interests are owned by Stephen A. Mack, attorney; Navy Lt. Lowell Goerlich, attorney; Lowell Baldwin, owner of dry cleaning establishments in Maumee and Findlay, Ohio; Ralph A. Lucke, bank executive; James R. Newell, head of an investment firm; Clinton B. Ewell, bank official; Jesse D. Hurlbut, executive of a real estate firm.

Davenport Broadcasting Co. was granted a Class II daytime station at Davenport on 750 kc with 250 w. The Davenport firm is owned equally by Hugh R. Norman, manager of WNBH New Bedford, Mass. and WOCB West Yarmouth, Mass., and A. M. McGregor, manager and half-owner of WJBC Bloomington, Ill.

Second Offer Filed for WBRK; 40% Interest in WSLS Is Sold

SECOND OFFER of $150,000 for WBRK Pittsfield, Mass., being sold under the "Avco plan" of open bidding, and sale of 40% interest in WSLS Roanoke, Va. for $64,000 were reported to the FCC last week.

Leon Podolsky, radio engineer, of Pittsfield, matched Western Massachusetts Broadcasting Co.'s $150,000 bid for the 250-w Pittsfield outlet and its construction permit for an FM station, both now owned by Monroe B. England, who plans to retire from radio [BROADCASTING, Jan. 28]. The station is on 1340 kc, operating full time.

Mr. Podolsky pointed out that the first applicant for the station, Western Massachusetts Broadcasting Co., is owned by Lawrence K. Miller and Donald B. Miller, "who are also owners and editors of the newspaper *Berkshire Evening Eagle*, the only newspaper published in Pittsfield, Mass." He contended that "the people of Pittsfield are entitled to, and should have, two independent sources of news and that it is not in the public interest to have the only newspaper in Pittsfield own and control the only radio station."

Just Under Deadline

Mr. Podolsky is employed by Sprague Products Co., North Adams, Mass., manufacturers of radio component parts, and Harry Kalker, a representative of Sprague Electric Co. which makes radio components for the armed forces and manufacturers.

His application was dated Feb. 26, only a few days before the deadline (60 days from Jan. 3) for competitive bids for WBRK. It was the second competing bid received by the Commission since the Avco plan in transfers and assignments was instituted last fall. The first was submitted by Luther E. Gibson in competition with Harmco Inc.'s $150,000 bid for KROY Sacramento [BROADCASTING, Feb. 4].

The WSLS transaction involves proposed sale of Junius Parker Fishburn's 40% interest to Shenandoah Life Insurance Co., Roanoke. Shenandoah, now 15% owner, would thus gain control of the station, which operates on 1240 kc with 250 w fulltime.

Mr. Fishburn, president and 49% owner of Times-World Corp., which is licensee of WDBJ Roanoke and publisher of *Roanoke Times* and *World-News*, explained that his desire to liquidate his interest in WSLS was "influenced, at least in part, by the Commission's apparent desire to eliminate any situation approaching a borderline 'duopoly' case."

For this reason and because a controlling interest is not being sold, the Commission was asked to

(*Continued on page 75*)

Study Compares CAB With Hooper

Co-op Review Opens Series To Answer Service's Critics

MEMBERS of the Cooperative Analysis of Broadcasting last week received a 58-point comparison of the CAB and Hooper rating services, itemizing techniques, size and distribution of sample, types of information offered and other features of each service. "In preparing this list," CAB states, "we have attempted to include every item pro and con. Having checked this with a number of experts, we believe the information to be as accurate and complete as possible."

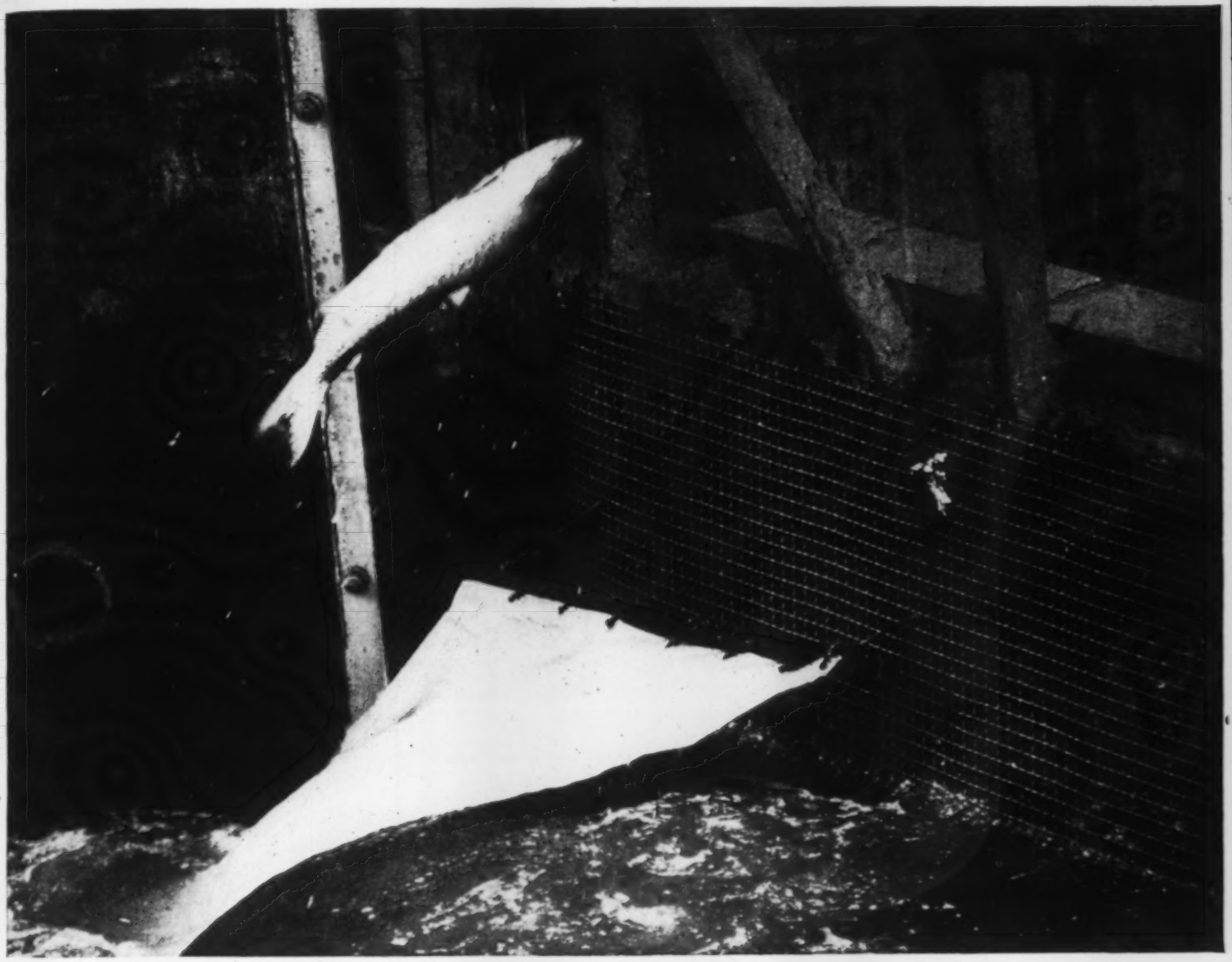
CAB sample ("nationwide in cities of 50,000 or over") is "representative of population and radio homes in cities of 50,000 and over and distributed by four city-size groups in the seven standard U. S. census geographic areas," the memorandum states, whereas Hooper sample ("nationwide in cities of 100,000 and over") is "distributed according to the per cent of total radio homes (urban and rural) in each of five geographic areas, rather than representative of population or radio homes in the cities within the area."

Eastern Time Zone contains 60.4% of the CAB sample and 60.2% of population of U. S. cities of 50,000 or over, says the report, while 44.4% of the Hooper sample is in the Eastern Time Zone, which contains 60.4% of the population of U. S. cities of 100,000 or over. Memorandum points out that CAB samples are larger than those used by Hooper and that CAB program reports for once-a-week programs are based on a "sample of two broadcasts" to Hooper's single broadcast base. CAB members include 150 advertisers, agencies, networks, talent and station representatives, etc. to Hooper's 112 subscribers in this group, but Hooper has 245 station subscribers to CAB's 16 station members.

Memorandum is the first of a series to be issued by CAB to educate its membership in the nature and uses of its services and to answer "distorted versions advanced by outside interests," a CAB spokesman stated.

IRAC Names Price

ELECTION of Marvin A. Price as secretary of the Government's Interdepartment Radio Advisory Committee to complete the unexpired term of Marion H. Woodward was anounced by the FCC last week. Mr. Price is chief of IRAC section of the Frequency Service Allocation Division, FCC. Mr. Woodward, chief of FCC's International Division, has been given "additional international responsibilities" but will continue as a technical adviser to the committee, FCC explained.



Upstream

That Chinook salmon finally jumped five feet to get over that counting board at Bonneville Dam.

That's a fightin' species for you.

And that's the kind of persistence, aggressiveness and spirit that business is going to need when markets really open up.

We can give your plans a big lift in the country's sixth largest market.

W-I-T-H, the successful independent in this big five-station radio town, can and does deliver more listeners-per-dollar-spent than any other station.

That's a fundamental fact to keep in mind when you look at Baltimore radio. W-I-T-H is the big buy.

W·I·T·H

and the FM Station W3XMB

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Tally . . .

A BLAST on the fox horn from Roy Acuff of WSM Nashville's "Grand Ole Opry" signals across the street to . . .

HEARING SCHEDULE NEARLY COMPLETE

CALLING for consideration of an estimated 275 to 300 standard, FM, and television applications, the FCC's second-quarter hearing schedule was nearing completion last Friday. It was expected to be announced this week.

Most of the hearings will be scheduled for April, May and June, with a few slated this month [BROADCASTING, Feb. 11]. April 1-15 will be reserved for taking engineering testimony in Washington on applications heard in the field, and FCC commissioners will be occupied with clear channel hearings beginning April 15, during which period only FCC staff members will be assigned to hearings in the field.

Meanwhile, the Commission last week designated an additional nine applications in the standard broadcast field for hearing, most of them in consolidated proceedings (see FCC Actions).

Resignation

PAUL PORTER's resignation as chairman of the FCC was submitted to the White House last Monday. The new OPA Administrator was sworn in the next day, with an employe of OPA administering the oath. The ceremony was accomplished without the usual battery of photographers. Even his secretary knew nothing about it until it was over. Mr. Porter simply called in an employe to his private office, took the oath, and went to work.

Flamm Wins $350,000 Verdict Against Noble, ABC Chairman

DONALD FLAMM, former owner of WMCA New York, Friday won a $350,000 verdict against Edward J. Noble, now ABC board chairman, in New York Supreme Court. A jury of ten men and two women returned the verdict after two hours deliberation in Mr. Flamm's suit for $2,925,000, charging he was forced to sell WMCA in 1940 to Mr. Noble.

Barent L. Visscher, Mr. Noble's attorney, announced he would appeal. Still awaiting trial is Mr. Noble's libel suit for $1,000,000 against Mr. Flamm, growing out of a statement allegedly issued by Mr. Flamm's attorneys during the House investigation of the FCC in late 1944.

The jury, in effect, found that Mr. Noble negotiated the purchase of WMCA in 1940 from Mr. Flamm through threat of political pressure. Charges by Mr. Flamm that Mr. Noble had entered into a conspiracy to force sale of WMCA were dismissed earlier by Supreme Court Justice Denis O'Leary Cohalan [BROADCASTING, Feb. 25].

The Issue

The issue of the case, stated with slight variations by opposing counsel, was clear: Did Mr. Noble get WMCA from Mr. Flamm through fraud or duress?

Yes, said Philip Handelman, Mr. Flamm's attorney. His witnesses had shown, said Mr. Handelman, that WMCA, worth "from $1,200,000 to $1,500,000" in 1940, had been sold to Mr. Noble for $850,000 because Mr. Flamm was "scared" by the threats of Mr. Noble's negotiators, Washington attorneys William C. Dempsey and William J. Koplovitz, to wrest the station's wavelength from him if he refused to sell.

No, said Mr. Visscher. By introducing fragmentary evidence involving powerful political figures in the background of the trial, Mr. Handelman "tried to confuse you and make you think of issues outside the case," said Mr. Visscher to the jury. The sale of WMCA, said Mr. Noble's counsel, was a straight business deal.

As evidence that negotiations leading to the station's sale were concerned with money, not politics, Mr. Visscher reminded the jury that Mr. Noble had upped his offers from an initial one of $750,000 to $850,000, at which price the sale was made. If Mr. Noble had intended to apply a political squeeze to Mr. Flamm, he would hardly have bothered to raise his monetary offer, Mr. Visscher concluded.

Besides, said Mr. Visscher, Mr. Flamm's witnesses who testified WMCA was worth more than a million dollars in 1940 were talking through their hats. He hoped the jury would pay more attention to his witnesses who assessed the station's value at a lesser price.

Among them was Brig. Gen. David Sarnoff, President of RCA, and M. H. Aylesworth, first president of NBC. Gen. Sarnoff testified that Mr. Flamm, during negotiations with Mr. Noble, asked Gen. Sarnoff's advice, "I told him it ($850,000) was a fair price", said Gen. Sarnoff. Mr. Aylesworth, testifying as an expert witness, estimated the value of WMCA in 1940 at between $750,000 and $850,000.

Noble Testimony

Mr. Noble, however, steadfastly maintaining that his negotiations for purchase of the station were unshadowed by political skullduggery, alleged that once, when Mr. Flamm accused him of enlisting the aid of political figures in as high places as the presidency of the U. S. he tore up a contract for the sale and temporarily ceased negotiations. The deal was reinstated, he said, at Mr. Flamm's own request.

Unmentioned in the trial, but obviously weighing on Mr. Flamm's mind was Mr. Noble's subsequent sale of WMCA (in 1943) to Nathan Strauss and others for $1,255,000.

CBS NAMES SMITH AS EUROPEAN CHIEF

HOWARD K. SMITH, CBS correspondent recently assigned to Germany, has been appointed chief of the network's European staff with headquarters in London. He assumes the post vacated last December by Edward R. Murrow, now CBS vice president and director of public affairs. Mr. Murrow made the announcement in London where he has been winding up his affairs preparatory to moving his family to the United States.

Joining CBS early in 1941 as its correspondent in Berlin, where he had previously represented United Press, Mr. Smith broadcast to America a picture of the Nazi regime that resulted in his expulsion from Germany. His most recent assignment for CBS was covering the Nazi war criminals trials in Nuremberg with William L. Shirer.

MBS Ups Mower

MBS Chicago created a new post last week with the appointment of DeWitt Mower as Midwest sales manager, according to Ade Hult, vice president in charge of Midwest operations. In this capacity Mr. Mower will have charge of the Chicago sales department supervising all sales activities. He joined Mutual's Chicago office in January 1945 as an account executive, having previously served as a salesman in the Chicago office of WOR New York.

Sevareid New CBS D. C. News Chief

Succeeds Robert S. Wood, Resigned From Net

ERIC SEVAREID, who reported the war for CBS in Europe and Asia and on the home front, has been named chief Washington correspondent and director of the network's Washington news bureau. He takes over the duties performed for the last three years by Robert S. Wood, who has resigned from CBS.

Mr. Sevareid

The appointment, announced Friday by Edward R. Murrow, CBS vice president and director of public affairs, returns Mr. Sevareid to the post he held for a year before going to Chunking to cover the China-Burma-India theater for the network.

Joining CBS in Paris, where he had worked for United Press and the *Paris Herald*, at the outbreak of the War, Mr. Sevareid remained in the French capital until the German army was at its gates. Transferred to London during the blitz attack of the Luftwaffe, he returned to New York in October 1940 and was made head of the Washington bureau in July 1942.

The following year, enroute to China, his plane cracked up over the Burma jungles and he bailed out with 19 others.

He landed with the first American force on the coast of Southern France and reported progress of the war through France and Germany.

Returned home, he was assigned to cover the San Francisco conference by Paul White, CBS news director. The 33-year-old correspondent has just completed the manuscript of a book about his news gathering experiences which will be published shortly by Alfred A. Knopf.

. . . Ho

. . . Ford Rush, his business manager, that he is wanted on the telephone. Mr. Rush has no phone, but neighbors' protests may force the telephone company into action.

A radio station is known by the *Companies* it keeps

"...In the Public Interest..."

CHICAGO SPEAKS

on the New

WJJD

★ "CHICAGO SPEAKS" is a public discussion program—a forum, if you will. It has been a key feature on the *New* WJJD for well over a year now . . . doing very well, thank you. Monte Randall, who's nationally famous for such things, is Moderator, and distinguished guests appear every week. But the real stars of the show are the people in the audience, who wait with baited questions for the free-for-all question sessions that climax the program. Joe Citizen really gets it off his chest here . . . vociferously, vehemently, sometimes almost violently. No casualties, yet, though . . . except to bigotry and bias. When "CHICAGO SPEAKS," every man has his say. No wonder it's one of Chicago's—and WJJD's —most entertaining programs planned "in the public interest."

20,000 WATTS OF *Selling* POWER

THE NEW WJJD

1160 ON YOUR DIAL

CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.

Time Chisel Projects Return in Force

Per-Inquiry Deals Also Reappearing; United Industry Action Urged

TWO parasites on the radio advertising body, dormant since the war, are reappearing in force—time chiselers and per-inquiry sponsors. Moves to check their spread and prevent recurrence of pre-war agonies suffered by stations are already under way.

First step to meet the parasite onslaught was taken last week by NAB in a sharp letter exposing a nationwide promotion project which the war did not halt—the National Sewing Contest. NAB said the contest is "not in keeping with industry standards."

Steps to meet the developing onslaught of chisel and per-inquiry campaigns on a nationwide basis are slated for consideration at the next meeting of the NAB Sales Managers Subcommittee on Sales Practices. Date for this meeting has not been set.

Meanwhile the NAB Dept. of Broadcast Advertising, of which Frank E. Pellegrin is director, is compiling and cataloging propositions falling into the free-time and per-inquiry category.

Feeling Strong

Sentiment for action on an industry basis was noted during the January-February NAB district meetings, with many managers taking the feeling that uniform approach to such projects would soon stop their sudden recurrence.

Feeling has developed also on a number of campaigns offered by government agencies where funds have been used for promotion purposes or for advertising in other media. These campaigns do not include those funneled through the Advertising Council (formerly War Advertising Council).

One proposal is that a uniform "rejection" formula be developed, perhaps similar to that used in the newspaper field, where chisel approaches and press agent material of that type are met with a reply that the paper and releases are being sent to the baling machine and profits from sale of the paper will be used to pay the janitor.

Still another idea is that station organizations decide to accept no publicity or free-time propositions unless they clear through a central agency operated along the general lines of the Advertising Counsel.

Broadcasters make clear in handling free-time requests that they are in no way attempting to keep off the air worthy projects such as the Red Cross, community fund and others in which the public interest is stressed. A considerable percentage of the requests emanate from commercial groups and should be sponsored.

Claimed 'Non-Profit'

The National Sewing Contest, started March 1, and said to be conducted each spring by stations in 50 leading cities, is sponsored by the "non-profit National Needlecraft Bureau," whose only interest "is to increase home sewing" though it actually promotes sale of patterns. The bureau supplies stations with money ($500 in a typical case) for local awards to prize-winners and also furnishes cash prizes for those selected as national prize-winners—"plus an all-expense-paid trip to New York for them and for the program directors who have conducted the contest in the cities these winners hail from."

Grand splurge is the national contest in New York, with "round of lavish entertainment ending with the fashion show of the prize-winning garments at the Waldorf-Astoria, and the awarding of the national prizes to the seven lucky, winning contestants." This occurs June 12.

Writing to Grace Turner, director of women's department, Tom Fizdale, Inc., New York, publicity firm for the sewing contest, the NAB reminded that "over a period of many years, radio has firmly established its position as an advertising medium which gives full value received to those who use it wisely and well."

"We invite you to use the medium on the basis of stations' quoted rate cards. In that event, we are sure you will find that stations are willing to cooperate 100% and that the results of radio advertising, wisely and efficiently applied, will more than justify the expenditure.

The letter, signed by J. Allen Brown, NAB assistant director of broadcast advertising, reminded that NAB in 1942 adopted a reso-

(*Continued on page 69*)

WAR has been declared by NAB on two post-war movements—free-time chiselers and per-inquiry propositions. Time beggars almost disappeared during war as stations and networks carried hundreds of urgent public service messages every week. Now they're back, usually in a thin civic or charity disguise. Per inquiry deals, frowned on by medium, are coming up again in quantity. Organized attack on both is proposed as solution.

quick, low cost distribution

Let WTAR introduce *your* new package to the NORFOLK Metropolitan Market

. . . promptly promotes your new package

Here's the market and the medium for *Thrifty* Testing Teamwork

RIGHT SIZE and COMPACT

650,000 ready customers, ample for profitable volume, in 3 adjoining cities: Norfolk, Portsmouth, Newport News, Va.; buying as a metropolitan unit.

STABILIZED

Reconversion is yesterday's story . . . but industry and shipping continue to need more well paid workers. All 3 cities rated Sales Management's High Point star every month of 1945; and for Jan.-Feb., '46, too.

EASILY SUPPLIED

Natural distribution center for the busy Mid-South seaboard . . . quickly, thriftily supplied by water, rail and air; with greatly increased terminal facilities.

EASILY CHECKED

Regionally on its own; no other market's merchandising clutters your sales tests here . . . AND—advertising cost-per-sale is minimum because you can have one-cost control of the market.

YES! LOW COST

WTAR gives you one-station, one-cost control of the Norfolk Metropolitan Market . . . more listening customers than all oher stations combined . . . listening to outside stations practically nil. (Hooper Reports: Oct.-Nov. '45.)

Let us tell you more about it—

National Representatives: Edward Petry & Co.

NBC NETWORK
5000 Watts Day and Night

WTAR
NORFOLK VIRGINIA

new business

is what radio stations must get to *stay* in business. Always alert to time-selling opportunities, Weed and Company daily covers the nation's principal radio markets for the benefit of its clients. You can rely on Weed to develop new business.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD

TO ADVERTISERS WHO ARE LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

WIS

COLUMBIA SOUTH CAROLINA

5000 WATTS • 560 KC

G. RICHARD SHAFTO, General Manager

J. DUDLEY SAUMENIG, Sales Manager

FREE & PETERS, Inc., National Representatives

HONORED PROGRAM. *Mr. District Attorney* is awarded citation of distinguished merit by National Conference of Christians and Jews for "steadfast exposing of the criminal character of those forces of hate which would divide America along racial and religious lines, and because it dramatizes the American spirit of brotherhood." Receiving award (l to r) are Jay Jostyn, for the cast; Joseph M. Allen and Lee H. Bristol, for Bristol-Myers, sponsor of the show; Fred Uttal, announcer, and Edward A. Byron, director and co-author.

NAB Is to Use Hilton Hotels For Fall Convention in Chicago

DEFINITE arrangements to hold the 1946 NAB Convention in Chicago Oct. 21-24 have been concluded with the Hilton Hotels, operating the Stevens and Palmer House. Choice of hotels will be made later, probably after the NAB Board meeting in May when format of the convention will be decided.

Hitch in original plans [BROADCASTING, Jan. 7] had developed when the Hilton management proposed to charge heavy fees for use of meeting rooms. C. E. Arney Jr., NAB secretary-treasurer, worked out this point of dispute with the hotel officials. NAB contended that assessment of fees was unfair in view of the heavy business brought to the hotels by a convention of such importance, and the management agreed to drop the extra charges. NAB had even considered moving the convention to another city.

Others Cooperate

As was the case in 1944, reservation of hotel facilities by members will be handled by the NAB headquarters office in Washington. The hotels are setting aside large blocks of suites at both the Stevens and the Palmer House. Other Chicago hotels have promised to cooperate by supplying all available rooms.

The 1946 convention will be limited to member stations; in other words, anyone eligible but not a member cannot attend sessions or register. Anyone in a related field not eligible to membership but desiring to attend will be taken care of, if possible, according to Mr. Arney.

NAB is preparing pre-registration forms and hotel reservation forms. These will be mailed in a few weeks. Meanwhile, however, no applications for reservation will be accepted. Those wishing to make reservations independent of the NAB may do so, but the Hilton management will not accommodate any such applicants from the blocks reserved for NAB.

Registration fees will be decided at the board meeting, as will some of the other convention policies. If a convention marked by a large number of clinics is decided on, the Palmer House will be headquarters since it has plenty of meeting rooms. On the other hand the Stevens has a larger ballroom, and would be better suited if the agenda specifies full convention meetings with fewer clinics. Splitting of convention meetings will be avoided, if possible.

If a banquet is held the Stevens ballroom will be used, its seating capacity of 1,600 far exceeding that of the Palmer House.

Both hotels have been headquarters for NAB conventions. The 1936 convention was held at the Stevens. A special convention was held at the Palmer House in 1939 and two war conferences were held there, 1943-44.

Travel congestion will be considerably eased by autumn, it is felt. A spring date for the convention had been proposed but the board decided on a fall meeting at the request of the Office of Defense Transportation. Most restrictions on sleeping car facilities will be off by mid-March.

Jones Returns

LIEUT. EDGAR M. JONES, AUS, former assistant director of public relations of the FCC has been assigned to the radio branch of the War Dept., Bureau of Public Relations. Lieut. Jones spent nearly two years in the Pacific area, taking part in the Leyte and Southern Philippines campaigns, and later helped train Philippine military constabulary. Before leaving Japan for hospitalization in this country, he was in the radio section of General MacArthur's GHQ public relations staff.

WNVA to Begin

WNVA, new local, Norton, Va., has announced plans to go on the air March 6 with 250 w fulltime operation on 1450 kc. Station will be affiliated with MBS and will use AP Wire Service.

What, in Philadelphia, rivals pepperpot or ice-cream as a luncheon "dish"?

It's KYW's noon-time variety show . . "Lunch Time with a Punch Line"! And it's a favorite dish with thousands and thousands of listeners in the nation's third market. Ingredients, tastefully blended by KYW's *chef de programme*, include many of the most delectable morsels on the KYW staff.

Peter Roberts, as *maître d'hôtel*, and Clarence Fuhrman, *avec bâton*, are on hand each day. Extra flavor is added, from time to time, by Andy Arcari and his superb accordion, and by Penny Read, Mary Lou Howard, Phil Sheridan, Gene Graves, and others from KYW's vocal department. Guest artists frequently lend additional spice.

For food advertisers particularly, "Lunch Time with a Punch Line" is a most attractive delicacy. Portions are available, on a one-minute participation basis, with live announcements. Interested? NBC Spot Sales will be glad to set a place for you.

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW

Represented Nationally by NBC Spot Sales—Except KEX • KEX Represented Nationally by Paul H. Raymer Co.

Agriculture Is Training 8,000 in Radio Work

TRAINING of more than 8,000 Dept. of Agriculture personnel and extension workers in broadcast technique and programming, suspended during the war, has been resumed by the Radio Service of the department, of which John C. Baker is chief.

Two Radio Service specialists are now in the field, contacting groups engaged in farm service work. Joseph Tonkin, formerly of WHP Harrisburg and WOWO Fort Wayne, and ex-radio chief of the War Food Administration in Washington, is in charge of training activity in the East. Kenneth N. Gapin, with the department since 1935, is in charge of the activity in the West. Writing, recording, playback, criticism and microphone technique are taught.

Licensee's Control Over Time Sales Programming Is Upheld

REFUSAL of the Supreme Court to grant a writ of certiorari in the Fundamentalist religious organization's suit to compel WPEN Philadelphia to sell them time is expected to have an impact in the FCC's policy of designating for hearing license renewals when a station sells more time than the Commission thinks it should.

By denying certiorari the Supreme Court on Feb. 11 left standing a ruling of the U. S. Court of Appeals for the Third Circuit, Philadelphia last October that a licensee is free to make his own choice of what programs he broadcasts, to sell time as he sees fit and to allow free time on the same basis [BROADCASTING, Oct. 22].

In the last 10 months the FCC has placed dozens of stations on temporary licenses while program logs were being investigated to determine whether, in the Commission's opinion, the stations sold too much time. One such station, WBAL Baltimore, was designated for hearing. Among the issues is expected to be an allegation by the FCC that WBAL, during the week of Feb. 8-14, 1945, sold 84.6% of its time, leaving only 15.4% for sustaining [BROADCASTING, Feb. 25].

Probing Deeper

More and more during hearings on applications for new facilities and for transfer or assignment of license, the Commission has probed deeper into commercial-vs-sustaining programming, with Commissioner Clifford J. Durr leading much of the questioning and dissenting.

In some quarters last week the Supreme Court action in the WPEN case was regarded as a guidepost in the Commission's inquiries into broadcast programming, particularly with reference to commercial and sustaining time.

The WPEN case was brought in the name of Rev. Carl McIntire, pastor of the Bible Presbyterian Church, Collingswood, N. J., and seven other individuals and organizations, members of the Fundamentalist group. Plaintiffs sought to compel WPEN to sell them time after the station a year ago revised its policy and cancelled several commercial religious broadcasts. Station, however, set aside certain periods of sustaining time for religious programs.

Fundamentalists had alleged that broadcasting is a public utility and that the FCC was bound to recognize the rights of any sponsor to buy time.

1600 to 1 Shot

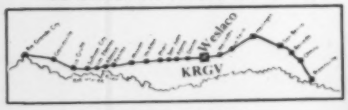
BILL BESSEY, announcer of CBC Toronto, recently won a draw. It was for an apartment. A landlord had received 1,600 replies to a small advertisement in Toronto papers for a four-room apartment. He sorted them down to a group of 100, most of whom had children or expected children. Then he had a passing policeman draw one out of the pile. Mr. Bessey was the lucky fellow.

Saluting * KRGV

Providing Radio Coverage for the City With a Main Street 65 Miles Long . . .

Maybe you've never visited the Magic Valley of the Lower Rio Grande, but you've eaten those luscious pink grapefruit and delicious vegetables from "the Valley." It's where money grows on trees and plants, and where KRGV is a family institution. A $650.00 PER CAPITA INCOME market—a 165 million dollar market influenced by KRGV. T.H.S. recommends it with full confidence to YOU!

COVERING THE MAGIC EMPIRE



OF THE RIO GRANDE
*Transmitter and Studios at Weslaco, Texas

TAYLOR-HOWE-SNOWDEN *Radio Sales*

SALES OFFICES

New York
Chicago
Dallas
Hollywood
San Francisco
Portland
General Offices—Amarillo

ST. LOUIS AD AWARDS DEADLINE MARCH 19

NATIONAL AWARD in memory of the late Erma Proetz will be conferred for the second year by the Women's Advertising Club of St. Louis. Award will be in recognition of the most outstanding creative work in the advertising field done by a woman between March 1, 1945 and March 1, 1946.

Deadline for entries is March 19. Full contest rules may be obtained from Mrs. Herbert W. Cost, Women's Advertising Club, 706 Chestnut St., St. Louis 1. Presentation will be made May 23 at a dinner in the Jefferson Hotel, St. Louis.

First prize is $200, second prize $100, with both cash winners receiving inscribed plaques. Honorable mention will also be made for other noteworthy entries.

Last year's winners were: Mrs. Leila Frazer Bon, Minneapolis free lance writer; Miss Ethel Murtha Hurley, BBDO, Los Angeles; and Mrs. Catherine Schuchat, Kirkwood, Mo., free lance artist.

ONE OF RADIO'S earliest vocal trios, Tom, Dick & Harry, returned to the airlanes Feb. 25 over WJJD Chicago. The trio, Jimmy Hatton, Fred Meissner and Gordon Vandover are heard Mon.-Fri. 1-1:30 p.m. (CST).

COLLINS

FM

Collins FM research, begun long before the war, went into high gear immediately following VJ day. An intensive engineering program is developing a series of FM transmitters to cover the power range of 250 watts to 50,000 watts.

These transmitters will be available, beginning with the 250 watt type 731A in midyear, 1946, and the 1000 watt type 732A soon thereafter. 3, 10, 25, and 50 kw transmitters are scheduled to follow in rapid succession.

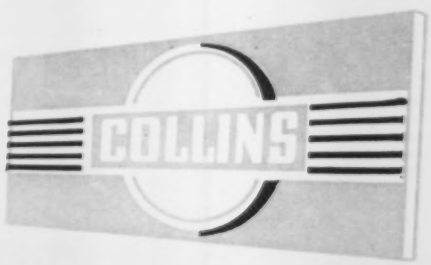
With typical Collins thoroughness, these FM transmitters are designed to specifications well within FCC and RMA requirements and recommendations.

Notable achievements in circuit design assure efficient and dependable operation. Power output can be increased as desired, with a minimum of changes. The styling is attractively modern, and will blend well with up-to-date station layout.

Collins is prepared to supply your FM transmitter and all accessories. Our engineering staff is available at all times for consultation, and will assist you in effecting early installation and operation. Write today.

Collins Radio Company, Cedar Rapids, Iowa;
11 West 42nd Street, New York 18, N.Y.

FOR BROADCAST QUALITY, IT'S . . . .



Ladies and gentlemen...

NOW TRANSCRIBED
for local and regional sponsorship

13 YEARS COAST-TO-COAST • 9 YEARS FOR ONE SPONSOR

"Orchids to the Easy Aces' program"... WALTER WINCHELL
"Your program tonight best writing I've heard in years"... EDDIE CANTOR
"A Radio institution"... NEWSWEEK MAGAZINE
"Goodie Ace is America's greatest wit"... FRED ALLEN
"The best entertainment I've ever heard on the air"... ANNE HUMMERT

WRITE, WIRE OR PHONE

FREDERIC W. ZIV COMPANY

NEW YORK — 2436 READING ROAD, CINCINNATI, OHIO — HOLLYWOOD

Bruce Barton Named Board Chairman Of BBDO; B. C. Duffy New President

Mr. Brower, Mr. Duffy, Mr. Danforth

BERNARD C. DUFFY, vice president and general manager of BBDO, was elected president of the agency, succeeding Bruce Barton, who was elected chairman of the board, it was announced last week after the annual meeting of stockholders. Alex F. Osborn, who has been chairman, was elected vice chairman.

Charles H. Brower, formerly vice president in charge of the copy department, becomes executive vice president in charge of all creative services. J. Davis Danforth, who has been vice president in charge of new business, was elected executive vice president in charge of account operations.

John C. Cornelius was reelected executive vice president and western manager, in charge of BBDO offices in Minneapolis, where he makes his headquarters, Chicago, San Francisco and Los Angeles. The agency's Hollywood office, headed by Vice President Wayne Tiss and concerned solely with radio activities and movie tie-ups, is directed from New York, as are the offices in Boston, Buffalo, Cleveland, Detroit and Pittsburgh.

F. R. Feland, vice president and treasurer, was reelected chairman of the executive committee, with Mr. Duffy and Mr. Osborn reelected as its members.

Mr. Duffy has been with BBDO for 26 years. He started as office boy and worked his way through a variety of jobs, including space buying, research, marketing, account handling and broadcasting. He is a director of the Audit Bureau of Circulations and chairman of the board of governors of the Cooperative Analysis of Broadcasting. As president of BBDO he will continue as general manager.

FEDERAL TELEPHONE & RADIO Corp., Newark, N. J., announced last week it was building 14 500-watt UHF ground station radio transmitters to be used in plane communications along the 9,000-mile communications network of United Airlines. Deliveries will begin in May.

Hoot Mon

A SCOTSMAN, businessman and Member of Parliament—all the same man, Sir William Y. Darling—has come out in favor of commercial radio broadcasting for Britain. Speaking before the Edinburgh group of the Incorporated Sales Managers Assn., he said he "sees nothing incompatible in the idea" of having independent radio networks *advertising British goods* operating side by side with the non-commercial BBC. He praised U. S. broadcasting as superior to the government monopoly even though "sometimes it is difficult to sell the higher arts with soap."

SCHOOL MUSIC

Public Service of KFNF

—Rates Top Time—

APPROXIMATELY a thousand students and teachers of the music departments of local public schools have participated in each of the KFNF Shenandoah, Iowa, public service series, *Public School Music Program*. Enjoying high community interest, according to response reported by station, program is likewise rated by KFNF to be entitled to premium time, 7-7:30 p.m.

Now in third cycle of 30 programs, to be terminated in latter April, program is devoted to performances by bands, orchestras, choral groups and other musical groups of public schools. Afternoon prior to each broadcast, participating pupils are instructed in basic radio principles, studio routine and microphone technique. A transcription is made of full rehearsal performance for later classroom reference.

Not intended to be competitive, but in order to evaluate support accorded each school by its community, KFNF gives a $100 savings bond to the school receiving the most cards and letters in response to its program.

Spots...

BRING ON-THE-SPOT RESULTS

FOUR daytime spots, advertising ONE product, created this traffic in a Toledo Department store. Facts tell us the merchandise was sold in sixty minutes. Figures show this store grossed $15 per minute while the stock lasted.

"PROOF OF THE PUDDING" IS IN THE PURCHASE!

And, as you can see, WSPD demonstrates a unique ability in providing additional purchasing power for products and services in the rich agricultural-industrial market of Northwestern Ohio and Southern Michigan.

1370 K.C. 5000 WATTS

WSPD

TOLEDO, OHIO

JUST ASK KATZ

FM

IT'S NOT JUST AROUND TH

See the New.

With TV

ZENITH RADI

30 Years of "Know-How"

THE GREATEST CONTRIBUTION TO RADIO SINCE BROADCASTING BEGAN

HE CORNER - - IT'S HERE!

N. . ZENITH

VO BAND FM

CORPORATION

' in Radionics Exclusively

Interim Agreement, 2nd North American Regional Broadcasting Conference

(See story in this issue)

COMPROMISE whereby Cuba gets use of four I-A clear channels and one I-B clear of the U. S., three Canadian and two Mexican clear channels, and eight regionals with power above 5 kw was reached last week as delegates of Canada, Cuba, the Dominican Republic, the Bahama Islands, Newfoundland, Mexico and the U. S. signed a three-year interim agreement, to become effective at 3 a.m. March 29 with expiration of the North American Regional Broadcasting Agreement. Cuba earlier announced she would not sign, but last-minute mediation brought about unanimous solution to North American Region's broadcasting problems. Text of Interim Agreement follows:

INTERIM AGREEMENT (MODUS VIVENDI), CONCLUDED AT THE SECOND NORTH AMERICAN REGIONAL BROADCASTING CONFERENCE, TO REGULATE THE USE OF THE STANDARD BROADCAST BAND IN THE NORTH AMERICAN REGION

The undersigned duly authorized representatives of the Governments of Canada, Cuba, the Dominican Republic, His Majesty's Government in the United Kingdom in respect of the Bahama Islands, His Majesty's Government in the United Kingdom and the Government of Newfoundland in respect of Newfoundland, the United Mexican States, and the Government of the United States of America, meeting in Washington, D. C., at the Second North American Regional Broadcasting Conference From Feb. 4 to 25, 1946, for the purpose of considering the problems incident to the expiration on March 28, 1946, of the North American Regional Broadcasting Agreement, signed in Habana, Cuba, on Dec. 13, 1937, as well as improvements in the use of the standard broadcast band in the North American Region,

AGREE:

ARTICLE I: To continue, during the interim period described in ARTICLE XVII hereof, the application within their respective jurisdictions of all the provisions of the North American Regional Broadcasting Agreement signed at Habana Dec. 13, 1937, subject to the modifications and additions hereinafter stipulated.

ARTICLE II: Parts V and VI of the North American Regional Broadcasting Agreement, Habana, 1937, are hereby expressly made inapplicable to this Interim Agreement.

ARTICLE III: Cuba agrees to relinquish to the United States of America the use of the clear channel 1540 kc with Class I-A privileges in exchange for the use of the frequency 640 kc in the manner stipulated in Annex 1 hereof.

ARTICLE IV: Cuba shall have the right to use the additional broadcasting facilities detailed in Annex 1 hereof with the power, and under the conditions of operation and limitations specified therein. The so-called 650-mile rule contained in Part II, C, Section 4, paragraph B, of the North American Regional Broadcasting Agreement, Habana, 1937, shall not be applicable to Cuba in connection with the use of those frequencies in Annex 1 hereof.

ARTICLE V: Cuba shall have the right to operate Special Class II stations on the regional frequencies described in Annex 2, with the power and under the conditions of operation and limitations specified therein.

ARTICLE VI: The Government of the Bahama Islands will cease all operations on the frequency of 640 kc not later than Aug. 1, 1946. On or before June 1, 1946, the Government of the Bahama Islands shall notify directly the Government of Cuba the exact date on which it will cease using the said frequency.

ARTICLE VII: The United States of America agrees to the assignment of the frequency 1540 kc with Class I-A protection in accordance with the North American Regional Broadcasting Agreement, Habana, 1937, to the Government of the Bahama Islands subject to the terms of this Agreement.

The United States of America further agrees to collaborate with the Government of the Bahama Islands, after tests have been conducted on 1540 kc or other frequencies which may be suggested by the United States, with a view to determining whether the 1540 kc frequency or some other frequency should be subsituted in the Bahama Islands for 640 kc.

ARTICLE VIII: The governments parties to this Agreement shall cooperate to minimize interference to their respective services. Recognizing that propagation over sea water is superior to over-land propagation and that the present standards do not adequately take into account conditions of this nature, the governments parties to this Agreement agree to cooperate with a view to minimizing interference in the event that sky wave signal intensities exceed the values stipulated in this instrument.

ARTICLE IX: Except as herein specifically provided, nothing contained in this Interim Agreement shall limit or restrict the use of any clear channel assigned under the North American Regional Broadcasting Agreement, Habana, 1937, for use by Class I-A stations in the country in which such stations may be located.

ARTICLE X: The governments parties hereto undertake to apply the provisions of this Interim Agreement and to take the steps necessary to enforce said provisions upon the operating agencies recognized or authorized by them to establish and operate broadcast stations within their respective countries.

ARTICLE XI: Notifications of a complete list of all broadcasting stations in the standard broadcast band actually in operation in each country having been made and accepted without objection on the part of any Government pursuant to Part III of the North American Regional Broadcasting Agreement, Habana, 1937, and of changes similarly made and accepted during the life of said Agreement, the signatories and adherents hereto will continue to recognize these notifications including the specific changes and modifications stipulated in this instrument.

ARTICLE XII: A permanent North American Regional Broadcasting Engineering Committee composed of four experts, one each from Canada, Cuba, Mexico, and the United States, shall be established for the purpose of determining facts and making recommendations thereon which will enable governments to comply with the technical provisions of this Agreement to their mutual satisfaction. The organization, duties, and procedures of the committee shall be governed by Annex 3.

ARTICLE XIII: In order to conclude a new North American Regional Broadcasting Agreement at the earliest possible date, the signatory governments will

A. Commence immediately the necessary studies for the conclusion of such an Agreement.

B. Exchange views following their respective studies. For this purpose each Government shall, on or before Oct. 1, 1946, submit to the Inter-American Radio Office, twelve copies of its conclusions together with supporting data.

C. Hold a meeting of their technicians in Habana, Cuba, on or about Jan. 2, 1947, preparatory to the Third North American Regional Broadcasting Conference, who shall examine the technical aspects of the documents communicated by the interested Governments. A joint report of their findings, views and recommendations shall be circulated to the Governments by the Inter-

(Continued on page 70)

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

WMOB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
KWKH	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

"Gosh, I thought Peoria was HOME"

Hundreds of ex-servicemen returning to Peoria are facing a grave problem—the question of where to live. Never has the housing situation been so acute.

To meet this crisis, Peoria's mayor founded the Emergency Housing Committee . . . and WMBD saw an opportunity to render valuable community service. Daily announcements requesting rental property for servicemen brought heart-warming results.

In one 30 day period, WMBD received 106 definite housing offers. Mrs. Jessie G. Scofield, Executive Secretary of the Committee, writes, "More than 70% of our successful placements have come from WMBD. Our deepest appreciation to you."

Peoria looks to WMBD for leadership in community service.

5000 WATTS CBS AFFILIATE

WMBD
PEORIA, ILLINOIS

FREE & PETERS, Inc.
National Representatives

Will Radio Dollar Really Buy That Much?

ALL MEDIA studies draw critical comments from the sidelines, and the NAB's new study, "How Much for How Many" [BROADCASTING, Feb. 25], was no exception. Main criticism came from Arno H. Johnson, director of media and research for J. Walter Thompson Co. His comments were outlined in a memo to Linnea Nelson, chief timebuyer of the agency. Frank E. Pellegrin, NAB director of broadcast advertising, who prepared the study in cooperation with NAB, NBC and CBS research staffs, answers Mr. Johnson point by point. Having presented the NAB survey in condensed form, BROADCASTING herewith prints Mr. Johnson's criticism and Mr. Pellegrin's answer.

Johnson Questions NAB Figures on Air Families

By ARNO H. JOHNSON
Director of Media and Research, J. Walter Thompson Co.

IN VIEW of the publicity which has surrounded the NAB study "How Much for How Many" and my remarks concerning the validity of the conclusions reached by that study, I wish to make clear that the point which should have been emphasized is that no sound point of comparison has as yet been established by which costs of radio can be compared with costs of magazines or newspapers.

Any point that can be selected is open to endless argument. This is because none of the surveys upon which these comparisons have been made gives any indication of relative impression value or sales effectiveness.

Ignores Individual

Radio through the NAB study made itself vulnerable by entering into a cost-per-thousand families comparison which leaves out of consideration, of course, such valuable attributes of radio as the more intensive coverage of the individuals in the family and the impact on the individual of the audible message. Who can prove that having one person in a family see a full-page ad in a weekly magazine is the equivalent of reaching a family with a half-hour radio program where two to three persons on the

(*Continued on page 46*)

Pellegrin Answers Criticism of Cost Data

By FRANK E. PELLEGRIN
NAB Director of Broadcast Advertising

WE DISLIKE competitive controversy. It has never been radio's traditional method of selling and we hope it never will be. Our presentation "How Much for How Many" was not done on radio's initiative; it was a rebuttal finally prepared to answer the rash of competitive cost presentations prepared by other media. The Newspaper Representatives Assn. started the ball rolling; their presentation was followed by so many others from magazine and newspaper groups that it finally became embarrassing to radio's friends that no answer was made. So we made it.

We realized at the outset that our findings might be subject to sniping. I suppose *every* research study—particularly those that must use to any extent projections or interpretations — runs that risk. Statisticians and research analysts are past masters at picking flaws. So we are not surprised and don't object to criticism; as always, we are eager to hear all sides on moot questions.

The comments by Mr. Johnson of the J. Walter Thompson agency, which long ago established its reputation as an important user and good friend of radio, will perhaps enable us to clear up some misconceptions regarding our presentation that may be shared by others.

Done Deliberately

He says no point of comparison has yet been established for measuring radio costs against those of other media—that we are "comparing apples and oranges" —and points out that we have not given any indication of "relative impression value or sales effectiveness." The fact is that we *deliberately* set aside such factors as radio's greater impact upon listeners, its superior ability to move people to action, its power to evoke response.

We did this in order that we would *not* be comparing "apples and oranges" by trying to measure relative value of *dissimilar media*. What we did do was simply to measure the bare cost of transporting an advertising message from the factory to the home—to readers and listerners. Thus we were comparing only people vs. people, dollars vs. dollars. That is something that *can* be done and it was done deliberately to avoid the "apples-oranges" error, even though in so doing we were discarding several of radio's best talking points. I thought our presentation

(*Continued on page 40*)

NASHVILLE...
PRINTING center of the South

Books, magazines, religious literature and all forms of print roll from Nashville presses—adding ten million dollars yearly to the value of industrial products made in this area. . . . Printing is one of many well-established industries whose skilled workers make this one of the nation's most stable market areas for consumer goods. . . . Retail sales, before the war years were more than 350 million dollars annually, out of a spendable income of more than 800 million dollars. . . . You will cover this rich sales area economically over WSIX.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three:
Market, Coverage, Economy

•

AMERICAN
MUTUAL
5,000 Watts — 980 K.C.

Represented Nationally By
THE KATZ AGENCY, INC.

Avery Chicago Office Adds
LOUIS F. KROECK

Photo by BACHRACH

A native Chicagoan who "went West" for his radio experience, Louis F. Kroeck returns to his native city to join Lewis H. Avery, Inc.

Lou Kroeck knows radio both program wise and sales wise. His 11 years of training include direction of sports, special events and "Man on the Street" programs, followed by 3 years as salesman and 2 years as Sales Manager of a prominent mountain area station.

From there he moved on to the coast where he was Commercial Manager 1 year and General Manager for 4 years of Station KTMS Santa Barbara.

Lou was the elected representative for all ABC coast stations on the Network Advisory Committee for the year 1945.

He brings to the Avery organization a thorough understanding of radio advertising and a firm belief in the need for aggressive activity by radio representatives.

LEWIS H. *Avery* INC.

Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622

544 Market Street
San Francisco, Calif.
DOuglas 5873

315 W. Ninth Street
Los Angeles, Calif.
TUcker 2095

333 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710

WMT EXPANDS NEWS NETWORK

Now—40 Reporters Covering Key Iowa Points

SPOT NEWS Speedily Routed to WMT by Regional Staff

WMT News Network brings a flow of regional news into the WMT news room that is unequalled in the entire state of Iowa. Complete news coverage of WMTland means greater listener interest. Local news and personalities create unprecedented audience attention to WMT's frequent newscasts. Local and regional news via WMT News Network PLUS complete coverage by the world's leading News services makes WMT Iowa's FIRST News station. This is in line with the WMT post-war program to offer the thousands of Iowans in the WMTland audience increased service through the expansion of WMT's already outstanding news facilities. WMT's progressive and complete NEWS coverage has won the plaudits of alert Iowans who are accustomed to the "best" from WMT.

WMT News Network Directed by Newsman AL HAUGNER

Veteran of 18 years service in newspapers and radio Al Haugner knows News. He is selecting and training able, alert, news correspondents in strategic points throughout WMTland. Already 40 reporters are filing stories daily. County seats, important towns—every Eastern Iowa location that is newsworthy is covered completely, expertly and spot stories are flashed instantaneously to WMT news room. Here Al Haugner edits them and puts them on the air to the thousands of news-hungry Iowans. WMT news network is the only service for handling spot news via Radio to the thousands of avid WMT listeners in this area. It provides the most complete news coverage of the local scene developed today. Under Al Haugner's direction it will expand daily providing an indispensable service to WMT's growing audiences.

WMT News "Voice of Iowa"

Listeners in WMTland register their high ap[proval] of the expanded NEWS coverage The WMT News network. Scores of in[ing] letters praising this new WM[news] coverage pour in daily. [bigger] audiences; expanded audi[markets]—and WMT is located [of] Iowa's richest and m[and] rural market areas

WMT News Broadcasts Garner Increased Audiences Since War's End

Thanks to WMT's aggressive regional news policy, WMT newscasts actually show *higher ratings* since the war has ended. The 1944 Conlan survey in Cedar Rapids gave WMT's 8:00 AM news period a rating of 8.5. A year later, *after the end of the war*, the rating had jumped to 12.4. Similarly, WMT's 10:00 PM newscast increased from 20.1 in 1944 to 21.7 rating in November, 1945.

Staff Correspondents Give WMT Dozens of "Scoops" Over Competing Stations and Newspapers

Allamakee County Sheriff, Leonard Bulman, was shot and killed at Postville, Iowa. WMT had the story on the air while his killer was still being held at bay by peace officers. When an Iowa River dam went out one morning, a WMT correspondent had the story in time for a noon broadcast. Wire services cleared it late that afternoon. The Baptist Church at Maquoketa caught fire at 11:20 AM. WMT had the story on the air less than an hour later, while it was still burning. When an early morning auto crash killed three persons at Marble Rock, a WMT correspondent phoned in the story shortly after the station opened up at 5:30 AM. During the season, WMT carried basketball scores from *100 Iowa highschools and colleges*—the only radio station in Iowa to give this service.

Record New Expansion Brings Additional Wealth to Iowa

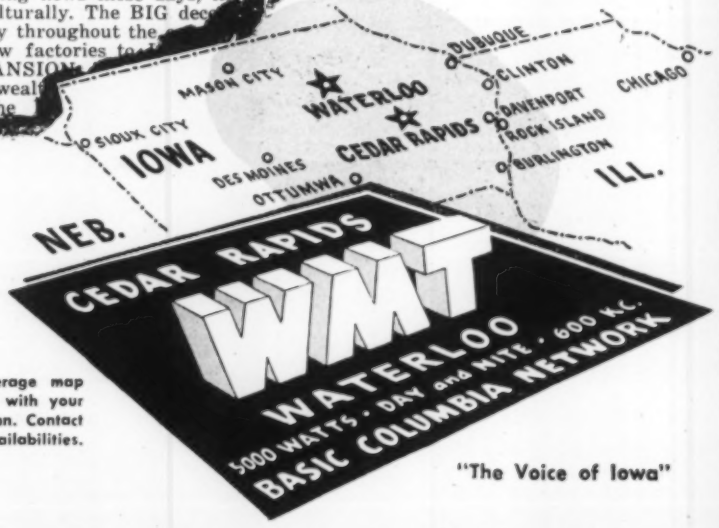
Eastern Iowa is making news these days, in[dustrially] and agriculturally. The BIG dec[tralization] of industry throughout the [is] bringing many new factories to [unprecedented] EXPANSION [rich] area. Per capita weal[in] Eastern Iowa—the GREAT

New RCA Equipment Brings Exclusive Iowa Coverage Plus World's Leading News Services to WMT Audiences

WMT gets First Post War Transmitter

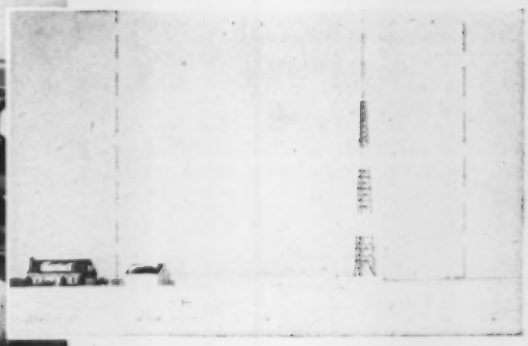
(See RCA AD next page)

WMT is the first station in America to install a Post-war RCA 5F Transmitter—"The Voice of Iowa", WMT, completely modernized will set new records in high fidelity transmission operation, performance and efficiency—and better serve WMTland's thousands of WMT "regulars."



Check your coverage map and check WMT with your KATZ Agency Man. Contact him for current availabilities.

This new transmitter was installed by George Hixenbaugh, Chief Engineer, and staff. Installation was completed on December 10. Color scheme for the transmitter and matching RCA control console is two-tone umber grey. New RCA audio, monitoring, and test equipment forms part of WMT's modernization plans.



WMT INSTALLS FIRST POSTWAR AM TRANSMITTER

Iowa Station completely modernized with new RCA equipment

WMT's new RCA 5-kw (Type 5-F) transmitter has just about everything. Its appearance is as modern as tomorrow. We believe it will set new highs in performance, operating economy, and convenience.

Its design includes the latest circuit refinements, carefully planned mechanical layout, longlife components, and complete protection for personnel and equipment.

It offers a new concept of accessibility. Open the front doors and *everything* is at your fingertips. Vertical-chassis construction throughout makes every part accessible, and assures better ventilation, cooler operation, and longer life.

All circuits are simple and straightforward—easily adjusted and maintained by any operator with standard test equipment. Identical components are used wherever possible to minimize "spare" requirements. For example, there are only six tube types.

With the "flick" of a switch this transmitter can be operated at 1 kw. So conservatively is it rated that it can be operated at 10 kw by making a few simple, inexpensive changes.

Push-button electric tuning, air-cooled tubes, equalized feedback, and fixed neutralization are other outstanding features.

We believe that the RCA (Type 5-F) transmitter is the finest, most efficient equipment ever offered to broadcasters—that it combines everything a station owner or chief engineer might want.

* * *

This transmitter, as well as many other RCA broadcast products, are now coming off the production line. An early indication from you of your needs—AM, FM, or television—will help us to meet your delivery requirements.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

Miller Up Again

FROM gob to "scrambled eggs" in two years is the record of Commdr. Joseph L. Miller, USNR, former NAB labor relations head. An enlisted man in the Navy in December 1943, he was commissioned three weeks later. Since then he has come through the ranks and last week was promoted to full commander. Commdr. Miller, 38, is assigned to the White House as assistant to John R. Steelman, labor relations adviser to President Truman.

Monroe Wins Poll

WIBG Philadelphia annual Danceland Band Poll was won by Vaughn Monroe with 16,667 votes followed by Tommy Dorsey with 10,221.

Used or Not, Right to 'Clears' Must Be Respected, Rules FCC

EVEN though a nation fails to make full use of a clear channel assigned it under NARBA, its right of full utilization must be respected, the FCC maintained last week.

In a proposed decision announced Monday, the Commission refused to grant the application of Harold H. Thoms for a new Durham, N. C. station to operate fulltime with 1 kw on 1580 kc, which is allocated to Canada as a Class I-A clear but which is being put to only Class II use (by CBJ Chicoutimi, Quebec, operating with 1 kw).

Might Limit Station

The Commission pointed out that the proposed station could not meet the mileage-separation requirements of NARBA, even though interference between CBJ as now operated and the Durham outlet with directional antenna at night would not surpass the maxima prescribed by NARBA and FCC. And, the Commission continued, if Canada should make full use of the channel in southern Quebec with 50 kw or greater power, "excessive limitation" of the Durham operation might result.

Under NARBA, the proposed decision asserted, "Canada has the right for five years to authorize any station in Quebec Province to operate on 1580 kc with Class I-A power of 50 kw or greater." It was pointed out that the FCC has "no information to indicate whether or not Canada proposes to assert its priority to full use of this clear channel." If Canada should license a 50 kw station on 1580 kc in Montreal, the Commission said, the Durham station would be limited to its 22 mv/m nighttime contour.

"Such a high degree of nighttime interference, from a technical standpoint, would be highly impractical," the Commission declared.

A 50 kw station on the frequency elsewhere in Quebec would impose a nighttime limitation to the Durham station ranging from 1.9 mv/m to 22 mv/m, "depending on the location of the Canadian station."

Mr. Thoms contended that since Canada has not made full Class I-A use of 1580 kc there should be no objection to his proposed Durham station. In event Canada subsequently does make full use of the frequency, he said, the Durham station would install directional antenna which would give proper protection to the Canadian border.

Too Close

The Commission said its proposed decision "seems especially prudent" since "the applicant did find that there are frequencies available which would permit operation using a directional antenna" at Durham.

The Durham station, it was emphasized, would be 200 miles short of the 650 miles which, under NARBA and FCC rules, must separate a Class II fulltime station from the border of any other country which has priority for Class I-A use of the channel. Commission officials pointed out that the mileage-separation and interference requirements are not alternative, and that both must be met.

Mr. Thoms, owner of WISE Asheville, N. C., and holder of 25% interest in WAYS Charlotte and WKIX Columbia, S. C., was to confer over the weekend with his attorneys, the Washington firm of Pierson and Ball, to decide whether to file exceptions and ask for oral argument on the proposed decision.

FCC's action on the application was regarded as consistent with the policy followed early last month when several pending applications involving conflict with NARBA or FCC rules were dismissed, subject to reinstatement when the clear channel and allocation hearings have been completed [BROADCASTING, Feb. 11]. The Thoms application, which FCC proposed to deny outright, was filed Feb. 25, 1944 and hearing was conducted Dec. 29, 1944.

The 1580 kc frequency is not now used in the U. S., but three other applicants have asked for it: Bay City Broadcasting Co., for a 50 kw fulltime station at McAllen, Tex.; Louisiana Broadcasting Co., at New Orleans with 5 kw unlimited time, using directional antenna; Frank R. Gibson, at Lake Charles, La., with 1 kw fulltime. Their applications are pending.

THE STORY of BMB, its purposes and procedures, is fully told in a 40-page brochure, ". . . To Date."

FIRST . . . .
IN THE DAYTIME
in Knoxville

When you buy time you buy an audience . . . listeners with money to spend who are located within easy reach of the market. A glance below will show you how WBIR can deliver the audience in Knoxville, one of the nation's important markets. Write for availabilities, or other specific information, or call our representatives.

HOOPER STATION LISTENING INDEX
KNOXVILLE, TENN.—CITY ZONE • DECEMBER, 1945-JANUARY, 1946

	WBIR	"A"	"B"	OTHERS
MON. THRU FRI. 8:00 AM-12 NOON	48.6	35.7	15.5	0.2
MON. THRU FRI. 12:00 NOON-6:00 PM	32.7	34.3	33.0	0.0

• TOTAL COINCIDENTAL CALLS—THIS PERIOD . . . 14,749

Represented Nationally By the John E. Pearson Company.

WBIR
A NUNN STATION

John P. Hart, Manager

Knoxville, Tennessee

NUNN STATIONS
WBIR, Knoxville, Tenn.
WCMI, Ashland, Ky.
Huntington, W. Va.
WLAP, Lexington, Ky.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

READIN' and writin' and RADIO!

THE STUDENTS PUT ON THE SHOW every Saturday at KGKO! Every school has its RADIO FROLICS program—with a chance to display young talent on this weekly half-hour broadcast under the supervision of KGKO staff members. During the vacation months, older students carry on the "Radio Workshop." It's good listening for the radio audience—a great chance for the kids! . . . This sustaining program is just one example of KGKO's contribution to educational, civic and cultural achievement in the southwest.

Dallas Studios of **KGKO**

570 KC. **5000 WATTS**

Owned and Operated by
THE DALLAS MORNING NEWS

ABC Affiliate
Lone Star Chain
DALLAS and FORT WORTH

KANSAS CITY
IS A
K
O
Z
Y
MARKET
•
PORTER BLDG., KANSAS CITY, MO.
EVERETT L. DILLARD
General Manager
ELIZABETH WHITEHEAD
Station Director
Pioneer FM Station in the Kansas City Area
Ask for Rate Card

Pellegrin

(*Continued from page 34*)

made this unmistakably clear; in fact, it belabored the point.

He dislikes our use of "families reached," rather than "individuals," and suggests that a "probability formula" should be applied to newspaper and magazine readers since the average family is composed of three persons of reading age. But he fails to suggest that the same probability formula should then also be applied to radio families. Are there not as many persons of listening age per family as of reading age?

True, the "Continuing Study of Newspaper Readership" (which was used by the newspaper representatives in their own presentation, remember) measured reading by individuals—but so does Hooper. Unless he has changed his technique since yesterday, his interviewers do not ask "to what program is each member of your family listening?" It seems reasonable then that if *any* probability formula is to be applied to *one* medium's measurement, it should be applied to all. But why apply a "probability formula" at all? Why not take the medium's measurement and not inject a *further* projection, to which, in another statement, he objects?

Sets Exceed Radio Homes

And I don't think anyone would suggest that Hooper's studies measure the listening of *every* member of the family, any more than the Continuing Study's measurements check every reading member of the family. Because it is also a fact that there are a great many more radio sets than radio homes—59,000,000 sets but only 33,000,000 homes; there are 17,150,000 extra sets in homes and in places of business, institutions, hotels, etc., plus 8,750,000 sets in automobiles.

In fact, the number of radio sets *exceeds the total combined daily circulation of all U. S. English language daily newspapers.** Yet Hooper does not check these millions of extra sets to learn how many members of how many other families might be listening, any more than the newspaper or magazine measurements do.

So the "probability formula" should be evenly applied or discarded altogether; we discarded it as an additional projection that research analysts might object to.

Furthermore, as our presentation clearly points out, in 1942 *Good Housekeeping* engaged Elmo Roper to find out how many women over 15 had seen *any copy* of a group of four well-known women's magazines at any time during the preceding three-months period; he did not check only *one* woman in each family, but *all* women in the sample over 15—grandmothers, mothers and daughters. His figure was 37.5% which we accepted as the *family penetration* figure for that group of magazines.

Yet we found that the combined ABC circulation of those magazines amounted to 40.2% of all U. S. families (indicating more duplicated circulation than passed-on), so in our presentation we gave the magazines credit for the higher figure—a figure higher than *their own research* warranted.

Aside from the fact that this rather breaks up the old marble game, it leads into my next point: that we were consistently as generous as possible in accepting readership checks for printed media, and as conservative as possible in accepting radio listening checks.

Liberal With Figures

Note that we accepted the Continuing Study's high "noting" figures, which are not "readership" at all, but merely "seen some part of." If thorough readership were checked, the high percentages of the Continuing Study would drop to an 8% or 9%, as previous researches have shown. We were similarly liberal with magazine *noting* figures—not *readership*.

But in radio we limited ourselves to Hooper's reports—the most conservative we could get. The old CAB aided recall measurements ran 40% higher than Hooper figures, remember that the newspaper's Continuing Study uses the liberal *aided recall* technique, whereas Hooper uses the *unaided coincidental*. Even today, Nielsen reports show radio audiences 35% to 40% higher than Hooper.

So give radio the benefit of this additional percentage and it easily cancels out the extra 38% Mr. Johnson suggests the printed media might claim by applying the "probability formula"; then to be consistent double the radio figures by applying to its audiences the same probability formula—and the printed media would look even worse than our conservative presentation paints them.

We don't suggest this, mind

(*Continued on page 42*)

* Total net paid circulation of English language newspapers in the U. S. —47,024,254 (Nov. 1945 Standard Rate & Data Service).

AWARD to NBC Symphony Orchestra and Conductor Arturo Toscanini for cultural contributions on General Motors Symphony of the Air presented to Samuel Chotzinoff (left), NBC music division manager, by Maynard Morgan, assistant to president of American Schools & Colleges Assn.

KHQ

SPOKANE

Announces the appointment of

The Katz Agency, Inc.

As its National Sales Representatives

Effective March 1, 1946

ARTHUR L. BRIGHT, *President*

Pellegrin

(*Continued from page 40*)

you—we discarded the probability formula at the outset and settled for the most liberal figures for printed media and the most conservative figures for radio.

To exhaust the point, neither did we check to learn how many radio listeners *heard some part of* the program, in the same manner that the newspaper studies ask what readers *saw some part of* the advertisement. Again, the unaided coincidental technique is much tougher than the aided recall if you're striving for high percentages.

'Ultra-Conservative'

Our projection of Hooper ratings in the 32 Hooper cities to get a national total was ultra-conservative too; Hooper checks only in large cities where competition for time and attention is greatest; it is well known that radio listenership in smaller communities and rural areas runs appreciably higher. The printed media projections suffered no such handicap.

We could have based the presentation on individuals reached, rather than families, by applying the measurements and other arithmetical processes accordingly. But we settled for "families" because preceding competitive presentations had set it up that way, and we did not wish to be accused of changing the ground-rules in the middle of the game.

So we took the established measurements of each medium—liberal for printed media, conservative for radio—and we made only one necessary projection, applying it fairly to each medium. We didn't monkey around with probability formulae or other hocus pocus that research analysts would object to, and which would increase the possible margins of error.

Then we conceded that if one member of a family noted an advertisement or heard a program, we would consider that family reached. Because, generally speaking, the family is the purchasing unit; a product "exposed" to any member of the family has a chance of being sold, or at least discussed. In either case, we admitted, the advertising message *had gotten into the home.*

We were careful to point out that *what happened to it after it got there* was something else again; that was up to the advertiser and his agency, who presumably know the proper techniques to apply with each of these dissimilar media. Therefore we avoided the "apples-oranges" error that Mr. Johnson would lead us back into.

Consequently we avoided his "seen-associated vs. sponsor identification" argument, which is entirely beside the point, and comes under the apples-oranges heading. The sponsor, we know, can achieve a high sponsor identification if that's what he wants, just as the *Lux Radio Theatre* has hit a sponsor identification figure of 91%—higher, by the way, than the seen-associated figure of 90% that Mr. Johnson quotes. Or the sponsor can give a *more detailed selling story* to fewer people, if he wants to. That's up to him, regardless of which medium he selects.

Our presentation makes this so unmistakably clear that criticism on that point was surprising.

We're happy to know, however, that Mr. Johnson is more impressed with "such valuable attributes of radio as the more intensive coverage of the individuals in the family and the impact on the individual of the audible message," than even with radio's lower cost. We feel the same way about it; we hope every advertiser feels likewise.

CONNECTICUT STATE NETWORK managers conferred in New Haven on the hookup's public service programs. They are (l to r): front, Sam Elman, WATR Waterbury; Harold Meyer, WSRR Stamford, president of the network; Levon Thomas, WNAB Bridgeport; Gerald Morey, WNLC New London; back, Richard W. Davis, WELI New Haven; Bruf Olin, WNAB; C. Glover Delaney, WTHT Hartford.

now THE BIGGEST SHOW IN TOWN!

on WPAY: 1400 on your dial

March 1st radio station WPAY became a full-time affiliate of the Columbia Broadcasting System. On March 1st "The Biggest Show In Town" moved to Portsmouth.

Since 1935 WPAY has consistently served civic-minded, superbly entertaining programs to Portsmouth radio families. Now with CBS programs, radio's finest, coupled with WPAY's own great stars, WPAY is more than ever "Your Good Neighbor in Portsmouth" to 60,600 (daytime) and 20,500 (nighttime) radio homes within our coverage area.

WPAY CBS

your good neighbor in Portsmouth, Ohio

IT'S RIGHT...

for VERSATILITY

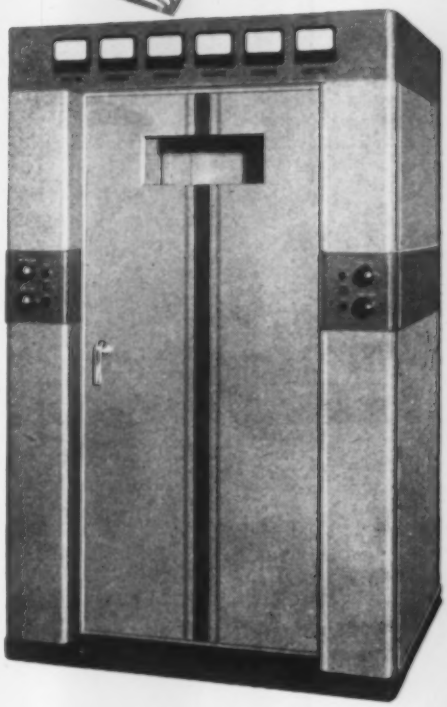
for MODERN BROADCASTING TECHNIQUE

for DEPENDABILITY

for EASY OPERATION AND SHOWMANSHIP

The GATES 1-KILOWATT TRANSMITTER

IT has everything you want in performance—modern broadcasting technique from circuit developments, now incorporated, which are the result of proved laboratory tests. It is versatile to meet all demands. Yes, and it is dependable under all circumstances. In addition to these mechanical perfections which Gates engineers assure, the BC-1E Transmitter combines easy operation and beauty in appearance to make your Station outstanding in showmanship. It is RIGHT for the 1-Kilowatt Station. Investigate it!



CONDENSED SPECIFICATIONS

FREQUENCY RANGE: 530 to 1600 K. C.

FREQUENCY STABILITY: Plus or minus 10 cycles maximum.

POWER OUTPUT: 1000 Watts. May be operated as 500 Watt Transmitter. Power reduction for night operation may be incorporated to suit requirements.

POWER SUPPLY: 230 Volts, 60 Cycles, single phase, regulation not to exceed plus or minus 5%.

FREQUENCY RESPONSE: Within 1½ Db. from 30 to 10,000 cycles.

DISTORTION: Less than 3% from 50 to 7500 cycles. 0-95% modulation.

NOISE LEVEL: 60 Db. below 100% modulation.

WRITE FOR COMPLETE SPECIFICATIONS

NEW YORK OFFICE:
9TH FLOOR, 40
EXCHANGE PLACE

GATES
RADIO CO.
QUINCY, ILL.

SOLD IN CANADA BY:
CANADIAN MARCONI CO., LTD.
MONTREAL

EXCLUSIVE MANUFACTURERS OF TRANSMITTING EQUIPMENT.....SINCE 1922

Award Ceremonies Planned March 9

DuPont Prizes to Be Presented At St. Regis, New York

PRESENTATION of the annual Alfred I. DuPont radio station and radio commentator awards, regarded by many as radio's equivalent of journalism's Pulitzer prizes, will be made March 9 in New York.

Ceremonies connected with the presentation will be broadcast by ABC from 10:30 to 11 p.m. from the St. Regis Hotel.

The awards, established four years ago by Mrs. Alfred I. DuPont, widow of the famed philanthropist and financier, are given annually to two stations, one in high-power category and one in low, for "outstanding meritorious public service" and to one commentator, who must be an American citizen, for "distinguished and meritorious performances of public service." Each award is $1,000.

Winners of last year's awards were WJR Detroit, WTAG Worcester, Mass., and H. V. Kaltenborn, NBC news analyst. The awards committee is William H. Goodman, Florida banker, secretary; Dr. Francis P. Gaines, president, Washington & Lee U.; Rt. Rev. Henry St. George Tucker, presiding bishop of the Episcopal Church; Mrs. LaFell Dickinson, president, General Federation of Women's Clubs; M. H. Aylesworth, first president of NBC, and Mrs. DuPont.

FM School Outlet in Detroit Brings Education Stations to 19

GRANT of a construction permit for a new noncommercial FM educational station for the City of Detroit brought to 19 last week the number of educational FM outlets in operation or licensed by the FCC.

A compilation of the status of noncommercial FM broadcasting issued by the Commission showed six stations operating, all in the lower band and with power ranging from 250 w to 1 kw. In addition, there were 13 stations under construction, including four applications recently granted. These stations are to be assigned frequencies in the 82-88 mc band in the near future, it was learned.

The Commission also listed 28 applications pending. These are from 15 States and come from universities, colleges, city boards of education, and, in one case, from a religious training school. An additional 18 applications for noncommercial educational FM have been returned because of incompleteness of data.

State Net Planned

The Detroit grant went to the Board of Education and is subject to approval of transmitter, antenna details, and frequency and modulation monitors. The frequency is to be assigned by the Commission.

The station plans to participate in a statewide educational network which would include stations at Houghton, Manistique, Cadillac and Ann Arbor. Estimated cost of the station is $12,275, exclusive of land, studios and studio equipment in possession of the Board.

The following table shows licensees and applicants for FM noncommercial stations, with present assigned frequency and power:

Licensed Stations

1. There were as of February 27, 1946, six stations licensed to broadcast in the non-commercial educational FM band, as follows, all of which are operating:

WBEZ, Board of Education, City of Chicago, 42,500 kc 1 kw.

WNYE, Board of Education, City of New York, Brooklyn, 42,100 kc 1 kw.

KALW, Board of Education of San Francisco Unified School District, 42,100 kc 1 kw.

WBOE, Cleveland City Board of Education, 42,500 kc 1 kw.

WIUC, U. of Illinois, Urbana, Ill., 42,900 kc 250 w.

WBKY, U. of Kentucky, Beattyville, Ky., 42,900 kc 500 w.

Construction Permits

2. In addition, 13 stations are under construction as follows:

KSUI, State U. of Iowa, Iowa City, 42,700 kc 1 kw.

KUSC, U. of Southern Calif., Los Angeles, 42,900 kc 1 kw.

WCAH, Board of Education, City of Buffalo, 42,900 kc, 1 kw.

KICR, School District of Kansas City, Mo. (freq. to be assigned) 1 kw.

WATX, Regents of U. of Michigan, Ann Arbor, 42,100 kc 50 kw.

WBGO, Board of Education, Newark, N. J., 1 kw.

WCUV, Columbia U., New York (freq. to be assigned) 20 kw.

KOKU, State University of Oklahoma, Norman, Oklahoma (freq. to be assigned) 4.4 kw.

WLSU, Board of Supervisors of Louisiana State U. and Agricultural & Mechanical College, Baton Rouge (freq. to be assigned) 5 kw.

Oklahoma Agricultural and Mechanical College, Stillwater, Okla. (freq. to be assigned).

State of Wisconsin Radio Council, Madison, Wis. (freq. to be assigned) 10 kw.

State of Wisconsin Radio Council, Delafield, Wis. (freq. to be assigned) 3 kw.

Board of Education of City of Detroit (freq. to be assigned).

Pending Applications

3. In addition, 28 applications for non-commercial educational FM broadcast stations were pending, as follows:

CALIFORNIA

San Bernardino, City High School Dist.
Sacramento, Sacramento City Unified School Dist.
Santa Monica, Santa Monica School Board.
Stockton, College of the Pacific.

GEORGIA

Atlanta, Board of Education of the City of Atlanta.

ILLINOIS

Macomb, Western Ill. State Teachers College.

INDIANA

Bloomington, Trustees of Indiana U.
W. Lafayette, Trustees of Purdue U.

IOWA

Ames, Iowa State College of Agr. & Mech. Arts.

MICHIGAN

Kalamazoo, Western Mich. College of Education.

MISSOURI

Columbia, Stephens College.
St. Louis, Board of Education, City of St. Louis.

NEW MEXICO

Albuquerque, Regents of the Univ. of New Mexico.

NEW YORK

Floral Park, Board of Education, Sewanhaka High School.

OHIO

Jackson, Jackson Board of Education.
Toledo, Board of Education, Toledo School Dist.

OKLAHOMA

Weatherford, R. H. Burton, Pres., Southwestern Inst. of Tech.

OREGON

Eugene, School District No. 4, Lane County, Oregon.

PENNSYLVANIA

Philadelphia, Junto Inc.
West Chester, State Teachers College of West Chester.
Philadelphia, Trustees of U. of Pennsylvania.
State College, Penna. State College.

RHODE ISLAND

Providence, Providence Bible Institute.

TEXAS

College Station, Agricultural & Mechanical College of Texas.
El Paso, Independent School Dist. of City of El Paso.
Houston, U. of Houston.

KMTR'S NEW OWNER TO REVISE POLICY

WITH FCC approving sale of controlling interest to Mrs. Dorothy Thackrey [BROADCASTING, Feb. 25], KMTR Hollywood has cancelled all existing sponsor contracts effective March 10 for establishment of a new station policy.

Wholesale cancellation was decided upon as best means of averting charges of discrimination, according to Don Fedderson, general manager. Station will start accepting new accounts on March 11. No commercial religious programs will be carried, it was said. That type of program will be on a sustaining basis, with approximately three hours of Sunday time divided between various denominations.

With station ownership change, work has been started on enlarging and remodelling present facilities at 1000 N. Cahuenga Blvd. Besides additional offices, there will be five studios with one seating 150 persons. No personnel changes are contemplated. Staff will be enlarged with introduction of new shows. Station petitioned FCC for new call letters as well as power increase to 5000 w daytime, with 1000 w non-directional night.

ABC Signs Newsmen

ABC has signed Edmund Stevens as its Moscow correspondent and Robert Wadsworth to broadcast from Berne, Switzerland.

More Facts

CONCERNING CLEVELAND'S NON-NETWORK AFTERNOON SHOWS FOR SPOT TIME SPONSORS

Afternoons, Monday thru Friday, WJW's average tune in on non-network shows leads that of all other stations. The WJW average tune in is 5.1 compared with station "B's" 4.9, station "C's" 4.7, and station "D's" 3.0. This leadership in afternoon listeners reflects an aggressive local programming policy. It has put WJW in the number one position for advertisers seeking Cleveland circulation.

Ask Headley-Reed for listener analysis figures based on latest Hoopers.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Drama in data?

When agencies and advertisers want drama, they *don't* delve into Katz Agency data. Like most other people in the mood for drama, they turn on their radios or hie themselves off to a show . . . But, when time buyers want *facts*, they turn to Katz Agency data with full confidence that they'll get the facts they need — facts that make sales . . . The Katz Agency Data Service devotes itself to the preparation of facts about markets and stations which are recognized throughout the industry as models of reliability. This service to advertisers includes: program information drawn to the buyers specifications; standardized coverage maps, market digests and station profiles; presentations individualized for specific accounts; and convenient handbooks of basic U. S. Census data.

MORE FACTS MAKE MORE SALES

STATIONS SERVED BY

The KATZ AGENCY, INC.

North and Midwest

WCOP	ABC	BOSTON
WCFL	ABC	CHICAGO
WKRC	CBS	CINCINNATI
KRNT	ABC	DES MOINES
WFBM	CBS	INDIANAPOLIS
WFEA	CBS	MANCHESTER
WISN	CBS	MILWAUKEE
WHOM		NEW YORK
WFIL	ABC	PHILADELPHIA
WCAE	ABC	PITTSBURGH
WFCI	ABC	PROVIDENCE-PAWTUCKET
WTAD	CBS	QUINCY, ILL.
WSPD	NBC	TOLEDO
WOL	MBS	WASHINGTON, D. C.
WMT	CBS	WATERLOO-CEDAR RAPIDS
WNAX	ABC	YANKTON-SIOUX CITY

South

WGST	CBS	ATLANTA
WWNC	CBS	ASHEVILLE
KLRA	CBS	LITTLE ROCK
WMAZ	CBS	MACON
WREC	CBS	MEMPHIS
WSIX	ABC	NASHVILLE
WWL	CBS	NEW ORLEANS
WKY	NBC	OKLAHOMA CITY
WDAE	CBS	TAMPA
WTOC	CBS	SAVANNAH

West

KLZ	CBS	DENVER
KUTA	ABC	SALT LAKE CITY
KGHL	NBC	BILLINGS, MONT.
KVOR	CBS	COLORADO SPRINGS
KGU	NBC	HONOLULU, T. H.

The KATZ AGENCY, INC.

STATION REPRESENTATIVES

New York · Chicago · Detroit · Atlanta · Kansas City · San Francisco · Los Angeles · Dallas

Johnson

(*Continued from page 34*)

average actually are listening to the program?

This point of comparison is, I believe, insupportable but if radio accepts this as a fair point then it must face the fact that magazines and newspapers can make out a very good case for lower costs-per-thousand families reached, as can be proved by the proper use of the NAB figures.

"Unfortunately the NAB study had a fundamental error which completely invalidates the comparisons that were made between the cost of radio, newspapers and magazines. This error was that it assumed that the readership percentages based on surveys among individual readers could be applied directly to the circulation of publications as indicating coverage of families reading the publication.

Since the average family is composed of more than one individual and since each individual reader in the family has an opportunity to see each ad, it is obvious that the only condition under which a magazine readership rating of, say, 38% of individuals could also mean 38% of families is when there is complete duplication of noting a particular ad by all individuals in the family in all 38% of the families. This is practically an impossible assumption.

Probability Formula

Hence, the percentage of families reached is always greater than the percentage of individuals reached. The extent of coverage can be calculated by the probability formula. For example, 38% coverage of individuals with the average family composed of three persons of reading age would indicate that 76% of the families would have one or more persons noting the ad.

My use of the NAB study was as an example of how these attempts to compare media costs are fallacious. It was not with the purpose of proving that any other media costs were lower than radio. The publicity, however, has chosen to emphasize how this error in the NAB method works to the advantage of newspapers and magazines rather than to emphasize the point that any and all of these comparisons are unsound.

The family point of comparison is unsound because there is no common basis of judging the impact on the family. Hence, "reaching a family" may mean an entirely different thing in the case of radio than in the case of the printed media. . . . However, any comparison based on "individuals reached" would also be open to endless argument.

It is questionable whether the CAB or Hooper ratings based on coincidental calls in telephone homes in a few cities can properly be projected to national totals. But by making this questionable projection and by multiplying the family figures by the average number listening, one can arrive at an estimate of the number of individuals reached by the average half-hour program.

Likewise, if one were to accept survey figures from the Life Continuing Study projected to the national total of number of individuals reading an issue of a weekly and were to apply average ratings for the percentage noting a full-page ad, one could arrive at a rather questionable estimate of the total of individuals reached by the full-page ad.

'Unlikes' Compared

To attempt, however, to compare the costs of reaching an individual in each case by dividing these totals into their respective costs would be open to very serious doubt. Again one is comparing unlike things. It is a case of attempting to compare apples and oranges. Is there any relationship between the impact on the individual noting a full-page ad and listening to a radio program?

Here it can be pointed out that the organization making the readership ratings has a figure for Seen-Associated which is usually about 90% of those who note an ad and which is supposed to indicate that the person seeing the ad is able to associate the advertising with the company or the product advertised.

On the other hand, the checking services on radio programs say that by no means all of those who are listening to a program can name the sponsor or the product advertised. In fact, this "sponsor identification" frequently falls well below 50% of the listeners interviewed. So is it fair to include in cost comparisons those persons listening to a program who do not know what is being advertised or what company provides the program?

It is this whole tangible element of the impression value or amount of impact that makes any cost comparisons at any point selected really vulnerable to attack. This constant attempt on the part of the different media to prove their costs are lower by making comparisons of things which are really not comparable is in my opinion damaging to all media because it makes the users of advertising skeptical and because it diverts attention from the real value of each media.

Reprints

BROADCASTING's article, "Radio Gives Biggest Value Per Dollar" (Feb. 25 issue) was read with interest by many subscribers. There have been numerous requests for reprints. Arrangements have been made to supply a limited number to all requesting them at no cost. Address requests to Bernard Platt, Readers' Service, BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

"IT'S SM 4 TO 1"

Say the Nation's Leading Media Buyers

200 of the leading time buyers and media directors* were asked,

> "What source or sources are most frequently quoted for estimates of market factors (such as income and retail sales) for years not covered by the Bureau of Census?"

This was the answer:

> "Sales Management is quoted *more than 4 times as often* as any other publication in America."

They were referring to presentations about both local and national markets made either orally or in printed form. They mentioned Sales Management more often than all other publications (of any and all kinds) combined.

These agency men are important to you.

So, too, are their bosses, the national advertisers. Thousands of them are Sales Management subscribers — and boosters.

The agency executives were asked about the sources of market information most readily accepted by their *clients* as authoritative.

Again the answer was, "Sales Management." It received far more mentions than any other publication or publishing *organization.*

Hundreds of smart space and time sales representatives have learned that it pays to use Sales Management's exclusive editorial features to strengthen and fortify their own market and media data. As so many of them put it, "No one ever questions Sales Management's reliability."

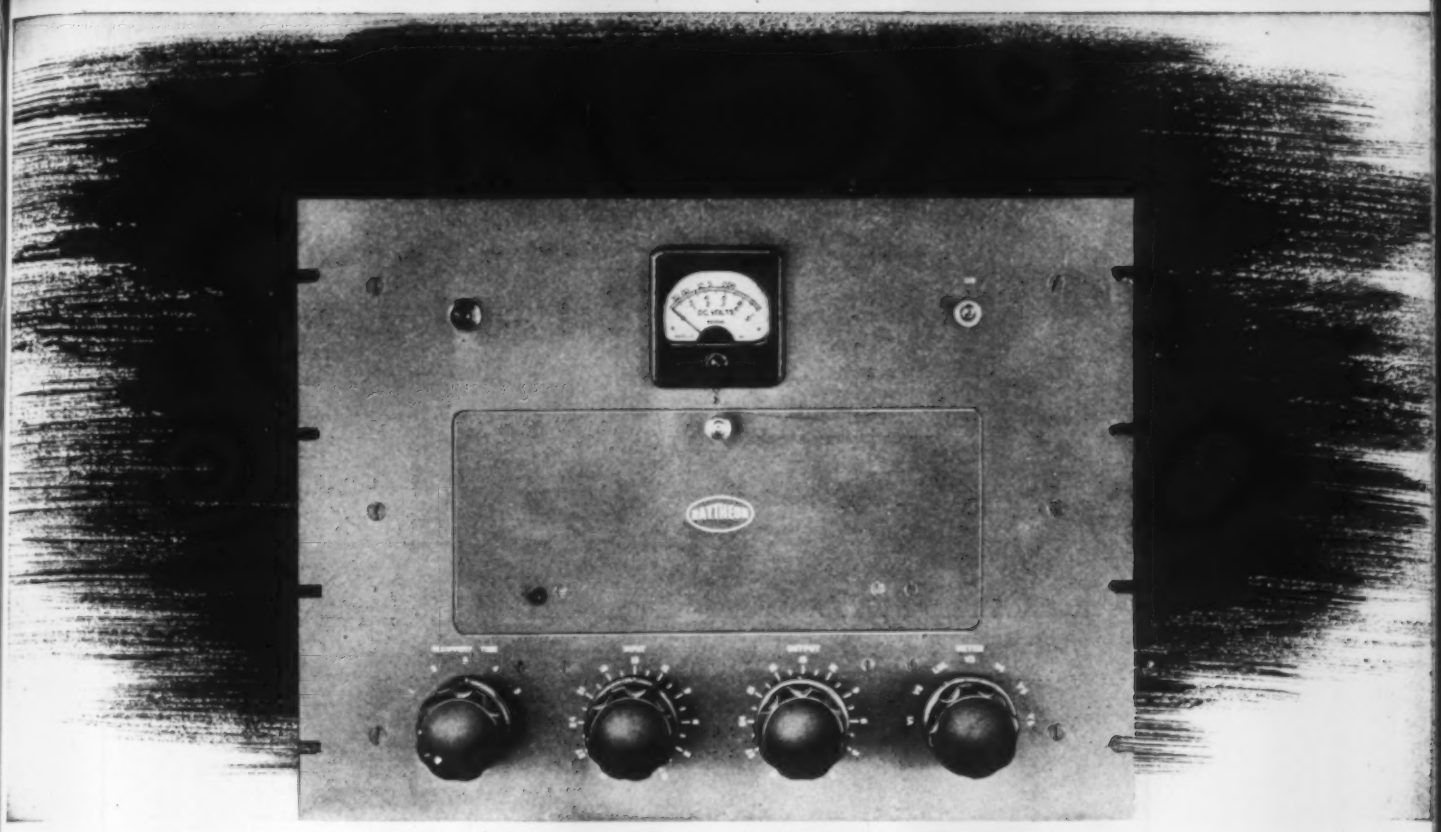
Back up your sales representatives with a consistent campaign in the authoritative publication which has this unrivalled acceptance in both the agency and national advertiser offices of the country.

*The Survey was conducted this last December and January by representatives of the Market Research Company of America in the leading agency offices of New York, Chicago, Philadelphia, Los Angeles, San Francisco and Boston.

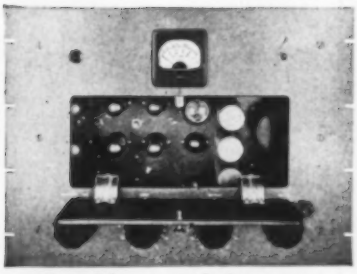
Sales MANAGEMENT

386 Fourth Ave., New York 16, N. Y.

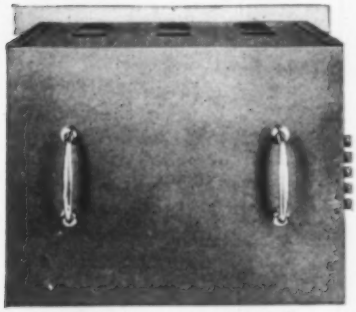
333 North Michigan Ave., Chicago 1, Ill. 15 East de la Guerra, Santa Barbara, Ca'if.



INCREASE COVERAGE . . . IMPROVE RECEPTION WITH RAYTHEON'S VOLUME LIMITER!



Hinged front panel gives access to all components.



Back dust cover slides off to expose all wiring.

MAKE YOUR AIR-TIME more valuable by increasing the useful range of your signal and greatly improving reception. By more effectively using your present transmitter power, Raytheon's new Volume Limiter will raise your average percentage modulation without any audible increase in harmonic distortion.

Designed for use in high fidelity AM or FM speech input systems, this Limiter meets or exceeds all FCC requirements for FM transmission. Frequency response is from 30 to 15,000 cycles. Limiting action, independent of frequency response, prevents distortion and over-modulation. Variable recovery time, controlled by operator, assures proper recovery time for all types of programs. Separate input and output controls. Attenuators easily handle input variation from −40 DB to +20 DB. Meter, with rotary selector switch, checks plate current of critical tubes and shows exact amount of compression.

Actual engineering curves prove the following outstanding performance: compression ratio of 10 to 1, distortion less than 1%, noise level of 60 DB or better. Maximum output +23 DB.

Attractive modern styling, beautifully finished in medium metallic tan. Designed for mounting in standard relay rack or cabinet, front panel 19″ x 14″. Instant access to all components through hinged front panel. All wiring on vertical chassis is exposed, without removing unit from rack, by sliding off back dust cover.

No waiting—prompt delivery. Write for price and complete specifications.

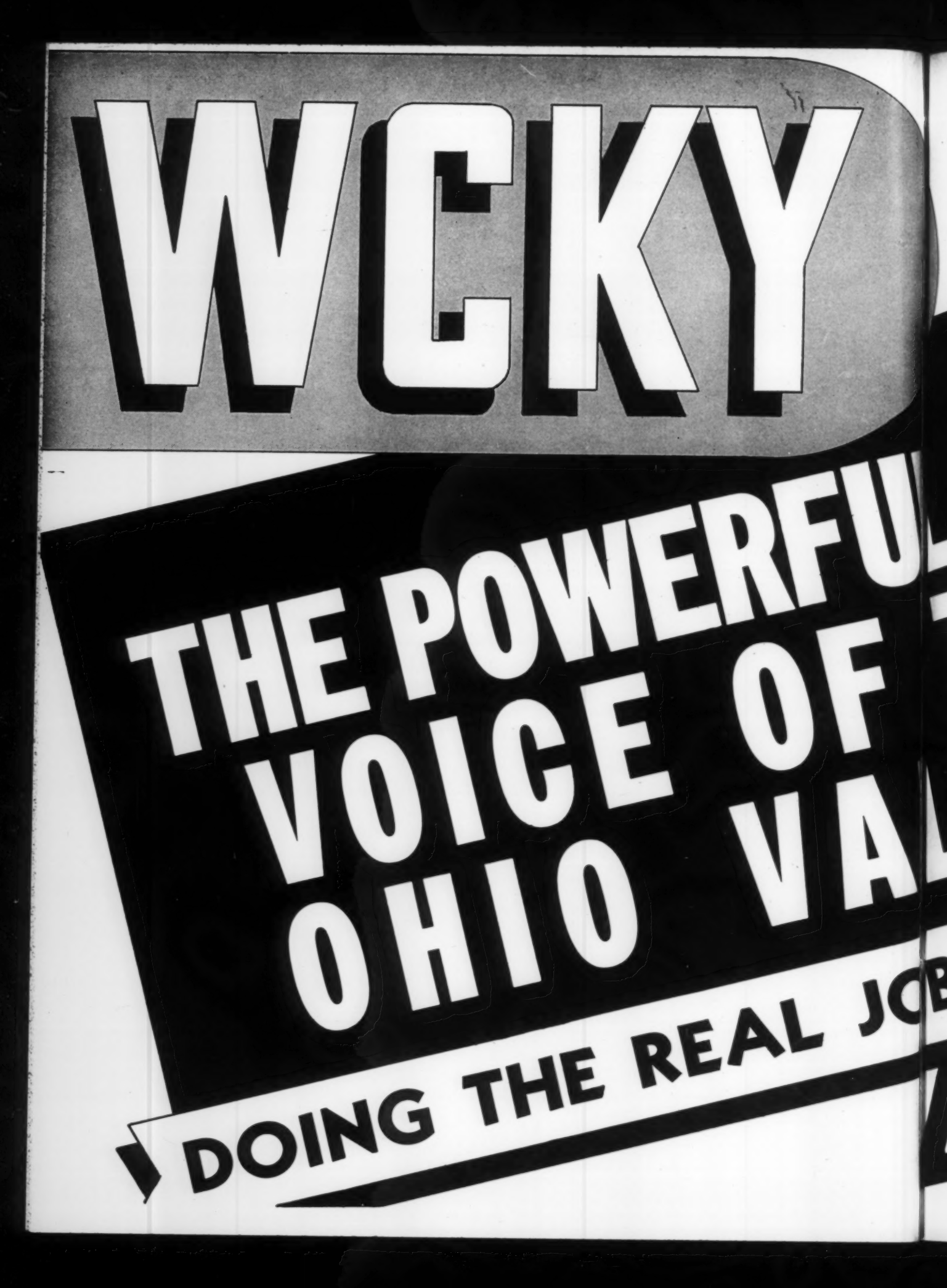
RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division, 7517 North Clark Street, Chicago, Ill.

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY


WCKY
THE POWERFU
VOICE OF
OHIO VA
DOING THE REAL JO

L 50,000-WATT
THE GREAT
LLEY
CB
FOR THE ADVERTISER
L. B. Wilson
CINCINNATI

Editorial

Memo to James c.

MEMO TO James (small c) Petrillo
RE: Congress

WE KNOW your mouthpieces said it couldn't be done. They said it wouldn't get out of Committee. Even if it squeaked through the Lea Committee, the Rules Committee would never let it get out on the floor. And certainly, if it managed to get out of the Rules Committee because a few members were absent, the House never would pass an anti-labor bill—class legislation. It's illegal.

But, to use your vernacular: zowie! A vote of 222-43. And not a soul to defend you.

All of which proves that the people can stomach your kind of despotism only so long. That vote reflected the judgment of the people who sent those 222 legislators to the House.

You know, caesar, there were some folks in radio who felt the way you did. They couldn't believe the House would vote that way. They knew they were right and they knew that somewhere along the line you would fall on your face. History proves that. But they hadn't figured history had caught up.

So the House hit a home run with the bases loaded for the people's team. What will happen in the Senate? Wrong again. The Senate didn't relegate the Lea Bill (HR-5117) to committee where it would be doomed to die. Chairman Wheeler appointed Senate conferees to consider the House-passed Lea Bill as a substitute for the Senate-passed Vandenberg Bill (S-63).

Action may come quick as a flash. All those 96 members of the Senate know what the people think about you and your antics. They have the judgment of the House to back them. They'll be hearing from others, too.

If you'll stop revolving for a minute, you'll get the drift of this turn in events. This legislation isn't aimed at all labor. It's aimed at you and certain of the labor leaders who have tried to emulate you because of your seeming success. But it went to your head. You began demanding things and getting away with it because the law protected you. So they're changing the rules.

Radio needs music. Musicians, you know, need radio, too. Radio isn't trying to get something for nothing. It pays your musicians better than any other user and for less work.

Of course, you're still banking on the Senate kicking out the whole business. Or maybe you think it's a *Lost Weekend*, or something. We can assure you it's real. Moreover, for every labor "representative" who buttonholes a Senator, there'll be a hundred letters or telegrams from the public.

P. S. Broadcasters, for the first time, are getting to realize their own strength. Maybe they'll be heard from, too.

WITHOUT FANFARE or frills, the Alfred I. duPont Awards will be made next week for the fourth time. Awards go to stations and to commentators for outstanding performance. By making haste slowly, the duPont Awards have achieved a recognized and worthwhile status. The results are eagerly awaited by all radio.

NARBA Bungled

THE WAYS of diplomacy are devious. Little Cuba, because of its conquests at the Second NARBA conference signed in Washington last week, boasts more broadcasting facilities per capita or land area than any other nation.

Why? Because our State Dept., presumably for reasons of high level policy significance, wouldn't let our American delegation call Cuba's bluff. The result is the degrading of five U. S. clear channels as well as assignments of "special" (high-power) Class II stations on eight regional channels used by our stations. And these are aside from what Cuba wheedled out of Canada and Mexico in I-A assignments—five additional.

The unvarnished truth is American radio was sold short by State Dept. edict. Why Cuba had to be mollified isn't told. There were whispered phrases about "sugar," the "internal political situation" and "hemispheric solidarity." Of greater intensity than the whispers were observations that it's better to have an agreement, even if a bitter pill, than a frequency war. The alternative, the story goes, would see broadcasting plunged into chaos March 29, when the present NARBA expires.

What has been going on since the first NARBA agreement became effective in 1941? Cuban stations have operated in derogation of the treaty right along. It's commonplace to hear a rhumba in the background of domestic stations, emanating from one of Havana's 30-odd stations (population half million). Quite a few clear channel operators have found it incumbent to install equipment for Cuban stations to minimize interference.

The fact is a frequency war has been going on for years because Cuba has never adhered to NARBA. How can there be any assurance that she will adhere in the future?

Cuba worked every artifice in the diplomatic books to bring home the radio bacon. She sulked and threatened and even walked out during the three weeks of negotiation in Washington. There were those who wanted to stand pat, knowing full well that Cuba has more facilities now than she needs. But from the inner sanctum of the exalted State Dept. came word to our delegation to compromise. Compromise, indeed. It was a complete capitulation.

Chairman E. K. Jett of the American delegation worked long and hard in attempting to effectuate an agreement. He wanted an engineering conference only, and an extension of NARBA for two years. Cuba protested. The State Dept. ordered a treaty conference.

We think the big blunder was made when our Government failed to build up an iron-clad case against giving Cuba a single additional assignment because she had not lived up to NARBA and had not demonstrated that she is using her presently assigned facilities in optimum fashion. Technical studies which showed clearly that Cuba could operate four competitive island-wide networks were shunted aside by the Cuban delegation. It was rank insult for us to deign to tell a sovereign power how to run its affairs. But the injury heaped upon U. S. stations, we judge, simply is charged up to the diplomatic amenities.

Through no real fault of our delegation, the NARBA job was bungled. Now it is to be hoped that Cuba adheres to the strict engineering letter of her agreement and that the policing committee will see that all violations are corrected—at Cuba's expense.

Our Respects To —

HAROLD RICHARD KRELSTEIN

FROM RADIO manufacturer to manager of a progressive 1,000 w southern station is the record of Harold Richard Krelstein, general manager and vice president of WMPS Memphis. Although the radio manufacture was conducted in a decidedly small way—making and selling crystal and tube radio receiving sets while in high school—it served as a foundation for his present position in radio.

Ever since his birth in Fremont, Neb., 37 years ago, he has been dabbling in all types of business—from banking through merchandising. During his four years of high school at the Carl Schurz School in Chicago, he carried a regular course and worked after school as a grocery clerk.

From 1926 until 1929 he worked in Chicago banks; first as secretary to the cashier, from there to the clearing house, the commercial bookkeeping department, a period as chief paying teller of a neighborhood bank, and, finally in 1929, as an all-round utility man for the Chicago Bank.

Mr. Krelstein also attended night school at Northwestern U., studying accounting, business law and economics.

After the bank closing of 1929 he became an insurance agent, later a supervisor teaching insurance salesmanship. In 1933 he went into a business of his own, operating leased departments in 26 mid-western and eastern department stores.

In 1935 Harold went to work for the then new Harry S. Goodman Co., which was just starting in the business of producing and selling syndicated transcriptions for radio. In the four years he was affiliated with Goodman, he travelled some 150,000 miles all over the U. S. visiting at least 500 radio stations. The operational background these visits gave him came in handy when in 1939 he joined the WMPS Memphis sales staff.

Mr. Krelstein married the former Rose Brandeis of Omaha, Neb., in 1935 and they have two children, Richard 8 and Ronald 4. He is a member of the Al Crymia Temple of the Shrine in Memphis, is a 32nd Degree Mason, a member of the Memphis Variety Club, and a charter member of American's *Breakfast Club*. His main recreation lies in weekly bowling engagements, with an average of around 175.

In 1940 he was made commercial manager and WMPS ended 1940 with an increase in sales of more than 240% (exclusive of network time) over the preceding year, and has grown steadily ever since.

At the time Mr. Krelstein joined WMPS,

(*Continued on page 52*)

TAKES BOTH TO DO THE JOB.....

TEAMWORK gets things done. In the case of WOV, two great listening audiences team up and complement each other to give this important New York station a constant selling power . . . night and day. In the daytime, WOV overwhelmingly dominates New York's Italian speaking audience of 520,000 radio homes. And, in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest metropolitan audiences of any New York independent station . . . *at less than half the cost of the next ranking station.*

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

Lend-Lease

BECAUSE of the grain shortage, P. Ballantine & Sons, Newark, sponsor of *His Honor the Barber* starring Barry Fitzgerald on NBC, is looking for another advertiser to lend-lease the show through its agency, J. Walter Thompson Co., New York. Ballantine would like to retain time and program until present grain shortage is alleviated. Present contract runs through 1946 on the program.

Joske Group Meeting

JOSKE RETAIL Advisory Committee of the NAB will meet April 2, 10 a.m., at the BMB offices in New York to go over preliminary work on the extensive report covering the 12-month broadcast study by Joske's of Texas, San Antonio department store. Scheduled to attend are Cecil Beaver, WOAI San Antonio, chairman; Lewis H. Avery, of Lewis H. Avery Inc.; Walter Johnson, WTIC Hartford; James V. McConnell, NBC; Russell Brown, vice president in charge of sales promotion, Allied Purchasing Corp.; James Keenan, sales promotion director, Joske's of Texas.

BUILDING YOUR HOPES ON QUICKSAND (Ky.)?

To avoid that sinking feeling when sales reports come in, don't get trapped in such boggy burgs as Quicksand (Ky.). *Pull out* of there and get a firm footing in WAVE's hustling, bustling Louisville Trading Area — where people *spend more money* than in all the rest of the state combined. Heave up and grab WAVE, stranger — we'll get you out of Quicksand mighty fast. And it won't cost you hardly nuthin!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

MANAGEMENT

FIRST LIEUT. BARNEY J. LAVIN, general manager of WDAY Fargo, N. D., has returned to Fargo after 22 months in Marine Corps. He is on terminal leave. His last duty was as commanding officer of a radar Marine detachment at Perrin Field, Sherman, Tex.

ADRIAN SAMISH, ABC vice president in charge of programs, is in Hollywood for several weeks of conferences and to supervise "The Bill Thompson Show" which starts on network stations March 4. Mr. Samish returns to New York headquarters in early March.

JOHN W. TINNEA, assistant station manager of KWK St. Louis, and **RUSSELL C. KAISER,** KWK program director, are to attend annual Radio Conference at University of Oklahoma, March 7-10. Mr. Tinnea will serve on the "Clinic of Management Problems" panel and Mr. Kaiser will serve on the panel to consider "Station's Responsibility to Its Community."

E. K. GAYLORD, owner of WKY Oklahoma City, because "they have helped his station so much," sent via air-express 12 pounds of butter, a ham and side of bacon each to some 25 NBC stars and network executives.

WILLIAM A. FAY, vice president in charge of broadcasting, Stromberg-Carlson Co. (WHAM and WHFM) Rochester, N. Y., has been appointed a director of the Rochester Convention and Publicity Bureau.

DAVID SARNOFF, president of RCA and chairman of the board of NBC, will speak on "Science and Peace" March 5, 6:30-7 p.m., on NBC. He will address a group of 500 representatives of Protestant Churches in U. S. under the auspices of the Federal Council of Churches of Christ in America at the Deshler-Wallick Hotel, Columbus.

GRIFFITHS THOMPSON, assistant general manager of WBYN Brooklyn, is in Doctors Hospital, New York, following an operation Feb. 23. He was reported recuperating satisfactorily last week.

ROBERT H. MOODY, general manager of WHIO Dayton, is in Washington and New York on business.

HARRY C. KOPF, NBC vice president and general manager of net's Central Division, Chicago, underwent operation last week for removal of a cyst.

EDGAR KOBAK, president of Mutual, made addresses before three gatherings in three cities last week. On Tuesday he addressed the Cleveland Radio Council, on Wednesday the Akron Advertisers Club and on Friday the Seven-Up Bottlers Convention in St. Louis. He is due back in New York March 5.

E. PALMER HOYT was tendered a farewell banquet on the occasion of his leaving Portland, Ore., after 20 years with the Portland Oregonian (KGW) to become editor and publisher of the Denver Post. Arranged by **BIRT F. FISHER,** owner of KJR Portland, the farewell was attended by executives of radio stations, newspapers, agencies and wire services in the states of Oregon and Washington.

RAY BAKER, program director of WITH Baltimore, newly appointed as assistant to **IRVIN ABELOFF,** manager of WLEE Richmond, Va., affiliated operation, is the father of a boy.

LESLIE JOY, general manager of KYW Philadelphia, has been named radio chairman of the local Salvation Army 1946 fund drive.

ROGER CLIPP has signed a new three year contract as general manager of WFIL Philadelphia.

Respects

(*Continued from page 50*)

the station was owned by Scripps-Howard. James C. Hanrahan was vice president and general manager. In 1943, when Mr. Hanrahan left for the Army, Mr. Krelstein moved into his position. A year ago the station was sold to Plough Inc., Memphis, and Mr. Klestein was elected vice president, in addition to general manager.

During VJ-Day Mr. Krelstein proved himself as good a showman as salesman and manager. When the final announcement came on the end of the war, only the news editor, one announcer, an engineer and Mr. Krelstein were at the station. Something had to be done quickly. Mr. Krelstein grabbed a mike on a long cord and made for the front of the building where he interviewed GI's, gobs, and civilians on various phases of the peace as it concerned them and their family.

The broadcast was such a surprise even to his own family that hardly anyone recognized his voice, until three-year-old son Ronald said, "That's daddy." He won the Memphis Little Theatre "Oswald" for that outstanding performance.

Under his direction, WMPS has an excellent music library. Mr. Krelstein studied music and is a "pianist of sorts."

WMPS has applied for 10,000 w daytime, 50,000 w nighttime, with a change of frequency to 680 kc. The application is now pending before the FCC.

Pabst Disclaims

DISCLAIMING contrary reports, Pabst Brewing Co. is perfectly satisfied with the weekly CBS *Danny Kaye Show* and contemplates no change in program or format. So declared Paul Warwick, head of Warwick & Legler, New York agency servicing account, when in Hollywood during late February. Although Hollywood trade papers stated Mr. Warwick was looking for a program replacement, agency executive emphatically denied same. With Mrs. Warwick, he said they were on West Coast to visit his son, recently arrived from Pacific war service.

DOES THE JOB ALONE

WOW

NBC ON 590 OMAHA

WRITE, WIRE OR PHONE

JOHNNY GILLIN OR JOHN BLAIR

1. Jim Garrett and Jean Chesley, custodians of the "Market Basket," cover WDRC's Service Area with station's Mobile Unit.

2. It's a surprise visit. Doorbell rings, lady of the house answers, and is on the air. Broadcast is live, transmitted via Mobile Unit.

GET YOUR PRODUCT INTO

"THE MARKET BASKET"*

A NEW EXCLUSIVE MERCHANDISING FEATURE OF WDRC'S SHOPPERS SPECIAL

THE MARKET BASKET is a new idea, custom-built both for advertiser and listener. It contains a host of free gifts (mostly products advertised on the show). It's presented each weekday morning to a surprised and pleased housewife who is interviewed in her own home. During the interview, your product gets a very favorable mention, in addition to your regular commercial. All this is part of The Shoppers Special, biggest early morning show in Hartford, from 7 to 9 a.m., with live band, local color, comedy, recordings, weather and time reports, UP and AP news. Write for full details.

3. Interview continues inside house and "Market Basket" presentation takes place. Stunt is high spot of Shoppers Special show.

Send for Brochure

An 8-page brochure, describing all the features on The Shoppers Special. Coming off the press now. Reserve your copy.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

* Copyright 1946, WDRC Inc.

MORE HAPPY CLIENTS

Though Station KFI has never boasted to have the largest known compilation of success stories in American radio, we do have a sizable number of these coveted epistles safely tucked away in the Sales Department archives. And the nice thing about it is that frequently we have an occasion to make an addition to our collection. A recent arrival and one that is certain to be of interest came from the *Malleable Iron Range Company* of Beaver Dam, Wisconsin. Their product — the Monarch Range — was advertised on ART BAKER'S NOTEBOOK (Mon. thru Fri., 4:30 p.m.). Results from dollars spent on this outstanding KFI participating program can best be explained in paragraph 2 of a letter received here from the Advertising Dept. of the *Malleable Iron Range Company*. We quote:

"You are familiar with the schedule we used over KFI on Art Baker's program. The returns from these broadcasts were exceptional. Although the time used was during spring and summer months, returns continued to come into our factory for over eight months. These inquiries were for definite information regarding our products including requests for prices, sources of supply and delivery dates on ranges. These totaled 3550 inquiries in all."

MORALE: *Art Baker's Notebook and other KFI participating programs are worth watching. Our Sales Department or Edward Petry will gladly tell you about openings.*

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Commercial

CHET DOYLE, released from AFRS Los Angeles and previously assigned to Information and Education Division, Washington, D. C., has joined KNX Hollywood as account executive. Prior to service he was manager of CBS Radio Sales Division, San Francisco.

JAMES E. FOX, formerly account executive of KTMS Santa Barbara, and KWKW Pasadena, Calif., after three and a half years service has been released from the Navy. He is son of **J. LESLIE FOX**, Los Angeles manager of Paul H. Raymer Co., station representative.

O. L. (Ted) TAYLOR, executive general manager of Taylor-Howe-Snowden Radio Sales, last week was in an Amarillo hospital following an acute sinus infection. He now is recuperating at his home.

JAMES W. ROSS, formerly with the engineering department of KOY Phoenix, Ariz., has rejoined station assigned to commercial staff. He was in AAF for three and a half years. **G. (Bob) CLAUSON**, former AAF intelligence officer, also has been added to sales staff.

A. O. BOTSFORD, sales manager of CKRC Winnipeg, has been appointed sales manager of CKOC Hamilton, Ont., succeeding **BILL GUILD**, now manager of CJOC Lethbridge, Alta.

JOHN BLAIR Co., station representative, has moved its downtown Los Angeles offices to 6331 Hollywood Blvd., Hollywood. Telephone is Granite 2861.

BARBARA SMITH of KPO San Francisco sales traffic department has announced her engagement to Lieut. Robert Smith, Navy educational adviser and communications instructor.

HENRY FLYNN, retired from Navy as lieutenant commander, has returned to CBS Hollywood as member of national sales staff under **HARRY W. WITT**, assistant general manager of network's Pacific Coast division.

PEPSI-COLA BOTTLERS heard closed circuit broadcast by President Walter S. Mack Jr., Edgar Kobak of MBS, and Albert Goetz, advertising manager, in which new weekly Quentin Reynolds broadcast (Sun., 6:45-7 p.m.) was discussed. Seated (l to r): Mr. Goetz, Mr. Mack, Mr. Kobak. Standing: Robert Swezey, MBS v-p and general manager; Jess Barnes, sales v-p; Paul Hartley, Newell-Emmett account executive.

ROBERT C. FOSTER, released from the Navy as lieutenant commander, has resumed as owner-manager of New England Radio Advertising, Boston, regional station representative. He was in service for three years.

KHQ Spokane, Wash., has appointed The Katz Agency, New York, effective March 1 as its national representative.

WILLIAM B. ROHN, released from Merchant Marine, has joined New York office staff of Burn-Smith Co., station representative.

BAR ASSN. FORMS FIVE COMMITTEES

APPOINTMENTS to five committees of the Federal Communications Commission Bar Association were announced this week by Philip G. Loucks, president, including several three year terms.

Selections by committees were as follows: Membership—Fred W. Albertson, chairman, Frank V. Fletcher (3 year term), Charles V. Wayland; Ethics and Grievances—Gov. Norman Case, chairman (also named for 3 year term), Robert D. Swezey (three year term), Paul D. Spearman, James A. Kennedy, Howard S. Le Roy, Dale D. Drain; Practice and Procedure—Ralph L. Walker and Arthur W. Scharfeld (three year terms), Karl A. Smith, John B. Brady, Robert L. Irwin, Omar L. Crook; Legislative—Duke M. Patrick, chairman, Louis G. Caldwell, Frank Roberson; Nominations—Eliot C. Lovett and Herbert Bingham (three year terms); Horace L. Lohnes, Frank Roberson, S. Whitney Landon, Louis G. Caldwell.

Sportspecialist

Meet Jim Muzzy, sports announcer. Any important local sports event finds Jim before a WHBC mike, bringing the thrills and excitement of the contest into Canton homes with his sparkling broadcasts. Results like this bring success . . . as you can see in a recent Conlan Survey★ which proves Canton listeners hear WHBC more than any other station . . . *morning, afternoon and evening.* Here, then, is the voice to carry your merchandising story into the heart of Canton . . . 59th market in the nation.

1000 WATTS FULL TIME

CANTON • OHIO

whbc

★COMPLETE DETAILS AVAILABLE . . UPON REQUEST.

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIC STATION MUTUAL NETWORK

Represented by BURN-SMITH Co.

An All-Time Favorite

PRACTICE MAKES PERFECT

Published by Broadcast Music, Inc.

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

ALLIED ARTS

DEAN B. McNEALY, released from the armed forces as major and former sales representative of KGO San Francisco, has been appointed director of newly organized radio division of the public relations office, San Francisco branch, Veterans Administration.

MARTIN GOSCH, Hollywood radio writer-producer, is forming a new independent film production company to make three pictures annually and to invest in Broadway stage shows by pre-production screen-right deals. Corporation papers are to be filed with the California Secretary of State.

ARA Inc., Beverly Hills, Calif., transcription firm, has shifted business offices to 5655 Wilshire Blvd., Los Angeles. Telephone is York 8101. Former quarters at 686 N. Robertson Dr. will be retained as record manufacturing plant.

TONY LEADER, vice president of Radio Directors Guild, New York, and producer-director of "You Make the News" on Mutual, has signed a contract with William Morris Agency to represent him as a producer-director in motion pictures.

D. W. GUNN, field engineer in charge of equipment and manufacturing sales for Sylvania Electric Products, has been transferred from the New York office to the company's Cleveland office. He will work with equipment manufacturers in the radio field and will cover states of Michigan, Ohio and Indiana.

DeMAMBRO RADIO SUPPLY Co., Boston, has been named distributor for Stromberg-Carlson sound equipment in that area.

PAUL BARON, Toronto, has been named exclusive sales agent for the "Funny Money Man" syndicated program in Canada. He plans to start an extensive promotion campaign early this month. A quarter-hour live program broadcast five times weekly, series now is carried by 61 stations in U. S., Canada and Alaska, according to its producer, Allen A. Funt Radio Productions, New York.

ASCAP last week signed a five-year agreement with AKM, Austrian performing right society, similar to those which ASCAP has signed with Great Britain, France and Spain. Announcement, made by **JOHN G. PAINE,** general manager of ASCAP, said that most significant change is that ASCAP now has been given the right to act on behalf of symphonic, concert and recital works in the AKM repertoire.

TELEFILM Inc., Hollywood, has developed a new high-fidelity process which results in color and sound being improved in 16 mm prints. New process culminated two years of research and experimentation by studio technicians.

HOLLYWOOD RADIO TRANSCRIPTIONS Inc., newly organized to produce and distribute transcribed programs for syndication, has opened offices at 2919 S. Norton Ave., Los Angeles. **WALTER ADDISON WATSON** is president and general manager.

GEORGE ALLERS, formerly with Eastern Aircraft, New York, **ARTHUR L. JANSEN** and **RUSSELL H. POTTER,** New York, have formed an advertising and public relations organization to be known as Allers-Jansen Co., 199 Maine St., White Plains, N. Y. Firm will handle following accounts: Frank Chapman Productions, Osa Johnson, "Hayloft Hoedown," Julie Sanderson and Zitt Organic Chemical Co.

JESS SMITH, who recently withdrew from Mann & Smith Inc., Hollywood talent service, has formed his own firm under name of United Management Corp., with offices at 750 N. La Cienega Blvd. Telephone is Crestview 6-6194. Mr. Smith is president, with **V. VICTOR PETITTO,** vice president. **GENE MANN** retains Hollywood offices under name of Gene Mann Inc.

RALPH B. AUSTRIAN, president of RKO Television Corp., spoke on "Production of Television in the Motion Picture Studio" Feb. 28 at the radio and television clinic of the advertising and selling course conducted by the Advertising Club of New York.

FAY-SAN DISTRIBUTORS Inc., Rochester, N. Y., has been appointed by Admiral Corp., Chicago, as exclusive distributor in the Rochester and Buffalo areas.

BROADCAST MELODIES, wired music service of WJW Enterprises Inc., has been opened in Cleveland and northern Ohio with franchise of World Broadcasting Inc., a Decca subsidiary. General manager of concern which has studio at WJW Cleveland is **BILL LEMMON,** Merchant Marine veteran.

HAMPTON W. HOWARD, formerly with Instructional Films Inc., New York, has formed Hampton W. Howard Inc., 110 E 125 St., New York, to act as motion picture and television counselor to advertisers and agencies.

HENRY A. RAHMEL, director of engineers for A. C. Nielsen Co., Chicago, market research organization, has been elected a vice president. In addition to continued supervision of technical research and development of Nielsen Radio Index Mr. Rahmel will take charge of Index field operations, patent and manufacture work on audimeters, decoders and electronic devices used by firm.

IRVING FEIN has been appointed Hollywood radio contact for Columbia Pictures Corp.

EXCLUSIVE RECORDS, Hollywood (popular record maker), is setting up a sheet music division to be known as Leon Rene's Publications.

BERTHA RIOS, former timebuyer of Garfield & Guild, Los Angeles, has joined Music Corporation of America, Beverly Hills, Calif., radio division.

BERK ANTHONY, former commander attached to Navy Photographic Depot, Hollywood, has been placed in charge of production for Telefilm Studios, Hollywood (television film maker).

JOSEPH H. (Happy) GODAY, West Coast manager of Leeds Music Corp., New York, has been made vice president of the firm. He will continue to be headquartered in Hollywood.

ROBERT DONLEY, discharged from armed forces after four years' trouping with "This Is The Army," has joined ASCAP as a field representative. He is working under direction of **HARRY LEVINSON,** regional director headquartered in San Francisco.

BRUCE ALTMAN, formerly with Turco Products Inc., Los Angeles (cleanser), has been appointed sales promotion manager of ARA Inc., Beverly Hills, Calif., producer of phonograph records and sheet music.

ALLAN B. MILLS, in various sales capacities with RCA Victor Division since 1923, has been appointed merchandise manager of firm's home instrument department.

PAUL MOSHER, Hollywood publicist, has been appointed personal publicity man for **ALAN YOUNG,** ABC comedian.

C. W. SLAYBAUGH, for three and a half years a lieutenant commander in the Navy and prior to that with RCA on broadcast equipment sales, has returned to the RCA International Division as broadcast transmitter sales engineer. In the Navy he was with Bureau of Ordnance in Washington working on radar research and development.

CBS Covers Mardi Gras

CBS has assigned Larry Lesuer, Bill Downs and Bill Slocum Jr. to cover the New Orleans Mardi Gras celebration March 5, first in five years. March 3 "Vox Pop" program, sponsored on net by Bromo-Seltzer, was originated from that city.

THEY EAT IT UP!

—and it's mighty good eatin'—the generous dish of good programming that characterizes this sales-producing station. A great station in a great market—the combination that insures volume sales.

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

• WRITE FOR INFORMATION

KTUL

John Esau
GENERAL MANAGER

5000 WATTS TULSA, OKLAHOMA

FREE AND PETERS, National Representatives

BIRMINGHAM

ALABAMA'S RICHEST MARKET

PAYROLL

Birmingham's weekly payroll is 6½ million dollars, annually 342 million dollars. This money represents the potential buying power of the WBRC listening audience. Your sales message on WBRC dominates the Birmingham market. Wire or write for additional facts.

WBRC

NBC
5000
WATTS
DAY and NIGHT

BIRMINGHAM'S
BEST RADIO BUY

AGENCIES

MAJ. WYATT (Bill) E. DUNKELBARGER, on terminal leave from the Army after four years of service, has joined J. M. Hickerson Inc., New York, as an account executive and director of the radio division. Prior to his Army career he had started his own advertising agency in upstate New York.

ROBERT M. DORE, an agent of the FBI for four years, has been appointed head of research and merchandising of Shappe-Wilkes, New York.

G. LESTER WILLIAMS, with the Navy for two years has returned to McCann-Erickson, New York, as assistant to Vice President **J. L. DEAN. ARTHUR E. WIBLE**, also in Navy for two years, rejoins agency in his former post as manager of traffic department.

KENNETH C. SHENTON, former AAF captain, has joined Wilson, Haight & Welch, Hartford, Conn., as associate art director. He previously had held similar post at Sherman K. Ellis & Co., New York.

J. O. HEALY, head of publication and reports department for Todd Shipbuilding Corp. during the war years and prior to that general field supervisor for Audit Bureau of Sales, Greenwich, Conn., has joined John Freiburg & Co., Los Angeles, as national research director. He was for nine years with Lever Bros. research department.

FRANK MERRIMAN, out of Army, has been appointed production director at Willard B. Golovin Co., New York.

W. EDWARD WHEATON is new associate art director of Davis & Platte, New York. He is Army veteran.

CAPT. THEODORE D. MANDELSTAM, now on terminal leave from the Army, has rejoined the creative staff of H. J. Kaufman & Assoc., Washington. He entered service in 1942, was assigned to AAF to specialize in classification and assignment of AAF communications technicians.

GEORGE R. PARNABY, released from the Army, has rejoined Deutsch & Shea Inc., New York, as account executive.

NED WHITEHEAD, assistant radio director of Marschalk & Pratt Co., New York, was in Shreveport, La., March 1 to supervise first broadcast of "Your Esso Reporter" on KWKH, program switching from KTBS that day. Before returning to New York about March 26, Mr. Whitehead plans to visit 16 southern radio stations broadcasting the four-a-day Esso newscasts handled by Marschalk & Pratt for Standard Oil Co. of New Jersey. He will discuss plans for promoting program during 1946.

FREDERICK B. WILMAR and **PHILIP S. BEACH**, released from the Army, have returned to the production and media departments, respectively, of J. Walter Thompson Co., San Francisco.

TOM WRIGHT, discharged from AFRS after four years, has returned to Young & Rubicam Hollywood publicity staff as trade press contact.

PAUL RADIN, newly elected vice president of Buchanan & Co., has shifted from New York to Beverly Hills, Calif., as head of agency's motion picture division. He replaces **JOHN KRIMSKY** who transfers back to the agency's home office March 15.

TED BATES Inc. has moved Hollywood radio production offices to 6432 Selma Ave. Telephone is Hollywood 3136. **AUSTIN PETERSON** is vice president and manager.

LESTER GOTTLIEB, head of publicity for Young & Rubicam, New York, on March 11 will be principal speaker at a meeting of the City College chapter of Alpha Delta Sigma, advertising fraternity. His topic will be "Value of Publicity for Radio Advertising."

SHIRLEY WOODELL, after serving in the Navy for two years, has joined the international department of J. Walter Thompson Co., New York. He was released as lieutenant.

TED GATES and **JAMES C. BYAL**, with release from armed forces, have established their own Pasadena, Calif., agency, Services Unlimited, at 609 E. Green St. Telephone is Ryan 16852. Mr. Gates prior to service was director of radio and features for R. Emmett Atkinson Adv., Pasadena, and before that organized Pasadena Institute of Radio (school). He also at one time was assistant manager of KROD El Paso, Texas. Mr. Byal previously was merchandising manager for several eastern furniture manufacturers. **BEA BOYNTON**, writer of syndicated column "Bea Boynton Suggests," is in charge of agency radio production and commercial activities. At one time she conducted "Bea Boynton's Trading Post" on KGW Portland, Ore.

EDWIN EBEL, for three and a half years a major in the Army as comptroller in charge of distribution and procurement of foodstuffs, has joined Pedlar & Ryan, New York, to head merchandising division. He previously for 20 years had been with agencies and publications as marketing and merchandising specialist.

Mr. Ebel

GORDON MERKEL, before three and a half years' Army service overseas with Post & Johnson Adv., New York and Hartford, has been appointed assistant art director of Hixon-O'Donnell Adv., Los Angeles.

RAY D. WILLIAMS, former assistant radio director of Anfenger Adv., St. Louis, has been appointed radio director of newly formed Prater Adv., St. Louis.

SAMUEL CHERR, New York vice president and merchandising director of Young & Rubicam, is in Hollywood to confer with **TOM LEWIS**, Y&R vice president in charge of national radio, on West Coast expansion of agency operations.

JOHN H. HINES Jr., former radio production manager at Kenyon & Eckhardt, has been named to script writing staff of Buchanan & Co., New York.

WALTER M. ERICKSON is new addition to radio department of Gray & Rogers, Philadelphia.

SYLVIA SHIELDS, former advertising and publicity director for A. S. Beck Shoe Corp., New York, has joined the Chernow Co., New York, as account executive.

WILBUR WENSLEY after four years in the Army has returned to G. M. Basford Co., New York, as account executive.

GORDON CONOVER, formerly with Young & Rubicam, New York, has joined Willard B. Golovin Co., New York, as an account executive.

SIDNEY LEWIS, released from the armed forces, has joined Gravenson Co., New York, as account executive.

PERHAM C. NAHL, economist and OPA official stationed in Washington, has joined the research department of Needham, Louis & Brorby, Chicago. While with OPA Mr. Nahl headed planning section responsible for rationing of shoes and rubber footwear.

LEO KAYE, formerly with KDKA Pittsburgh, has joined the Helen A. Girvin Agency, Hollywood, as account executive.

BERNARD JENNINGS, released from Navy service and formerly with BBDO, has joined McCann-Erickson Latin American Division. He will be assigned to agency's Buenos Aires office.

M. E. FIRETOG, released from the Army, has been named art director of S. R. Leon Adv., New York.

WILLIAM E. PHIPPS, former Associated Press correspondent in European and India-Burma theatres of war, has joined Simon & Smith Adv., Portland, Ore., agency, as account executive.

FRED W. MEYER, former media director and office manager of Leon Livingston Adv., San Francisco, has joined National Outdoor Advertising Bureau, that city.

CARL M. HEINTZ Jr. with Army discharge has joined Heintz Pickering Co., Los Angeles agency, as account executive. He is son of **CARL M. HEINTZ**, agency head.

RICHAARD PARKER, formerly of Screen Craft Productions and recently released from Navy, has been made copy writer-producer of Smith, Bull & McCreery, Hollywood. **BOB BLACKBURN**, announcer of KFAC Los Angeles, also has joined the agency as part-time copy writer.

SCHIPPER ASSOC., Detroit agency, has opened West Coast offices at 215 W. Seventh St., Los Angeles. Telephone is Vandike 0196. **ROY H. COMPTON**, former editorial director of Motor Transportation Magazine and prior to that account executive of Dan B. Miner Co., Los Angeles, has been appointed manager.

WILLIAM H. KRAUCH, radio director and account executive of Milton Weinberg Adv., Los Angeles, is the father of a girl.

HARRY KERR, released from Navy as lieutenant, has returned to J. Walter Thompson Co., Hollywood, as talent buyer on CBS "Lux Radio Theatre." He relieves **EVELYN FINNIE** who has been assisting on talent buyer assignment for several months.

WILLIAM ROUSSEAU, West Coast production director of The Biow Co. and producer of CBS "Maisie" program, has resigned effective April 1. **TRUE BOARDMAN** and **ARTHUR PHILLIPS**, writers, also have resigned. Eversharp Inc. is sponsor of half-hour variety series.

BILL MAILLEFERT, timebuyer of Compton Adv., New York, is the father of a boy.

CHARLES MANN, formerly on the staff of Variety and prior to that with Radio Daily, has joined Lester L. Wolff Adv., New York, as radio director.

ROBERT F. MILLAR, discharged from Merchant Marines, has joined Steller-Millar-Ebberts Adv., Los Angeles, as copy writer and public relations director.

RAYMOND R. MORGAN, head of Raymond R. Morgan Co., Hollywood advertising agency, was held up and robbed by two bandits as he was entering his home on Feb. 21. Besides a $150 wrist watch, bandits took $25 in currency and two wallets containing valuable papers.

CAROL TULLER & Assoc., new Los Angeles advertising agency, has opened offices at 2024 W. Sixth St. Telephone is Federal 2653. **CAROL TULLER** and **DOROTHY H. MARTIN** are head of firm.

CHARLES MURRAY, recently discharged from Army, has been appointed production manager of Productive Advertising Agency, Los Angeles. **ELBERT R. BENETT**, formerly with Dozier, Graham, Eastman, Los Angeles, is new art director of Productive Adv., Los Angeles.

C. R. BYRNE, formerly with various Los Angeles newspapers, has joined The Mayers Co., Los Angeles agency, as account executive.

WILLIAM McCAHILL with Army discharge has joined Abbott Kimball Co., Los Angeles, as junior account executive.

JAMES P. MILTON, formerly a first lieutenant in Army Signal Corps, has joined Leon Livingston Agency, San Francisco.

RUPERT LUCAS has been assigned producer of Young & Rubicam on NBC "Duffy's Tavern" with **DAVE TITUS** shifting over to CBS "General Electric House Party" as agency supervisor.

HENDRICK BOORAEM, formerly with Young & Rubicam in New York and Hollywood and just out of the Navy, joins Hutchins Adv., New York, as producer and director of "The Philco Radio Hall of Fame," effective March 1. During the war Mr. Booraem served as chief of operations for American Forces Network in the European theatre with rank of lieutenant (sg.). **EDDIE SAULPAUGH**, former director of the Philco program and **RUSSELL McCRACKEN**, one of its writers, have left the agency to write and produce package shows.

NATE TUFTS, vice president and radio director of Ruthrauff & Ryan, Hollywood, is the father of a girl.

Byrnes on NBC

SECRETARY OF STATE James F. Byrnes spoke on "The Issues Before the United Nations" last Thurday from a dinner of the Overseas Press Club of America at the Waldorf-Astoria, New York. Talk was broadcast on NBC 10-10:30 p.m. Speech was offered to all networks.

Thanks

Tom

WROK

EXPRESSES APPRECIATION TO

TOM BRENEMAN

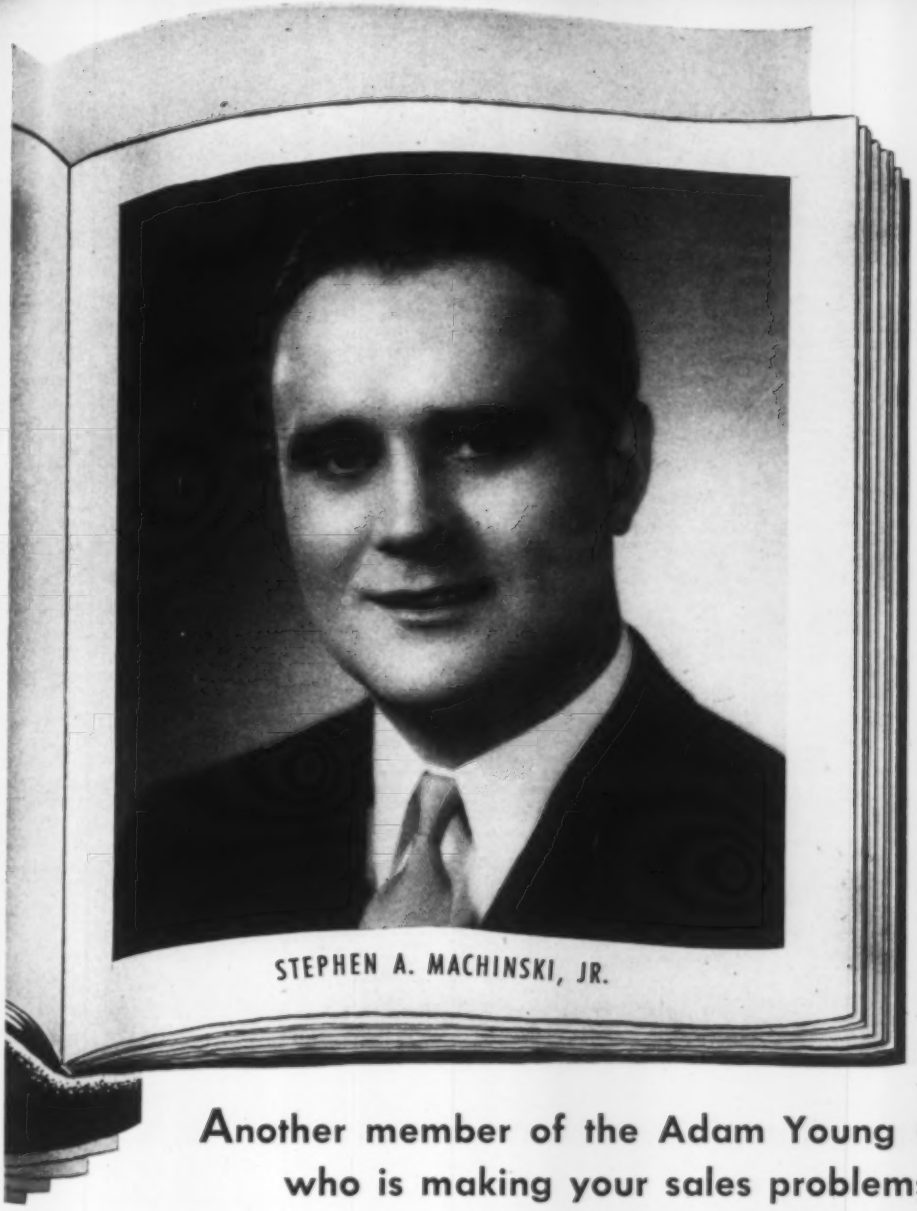
for his visit to

ROCKFORD, ILLINOIS

As Guest of Honor At

WROK's March of Dimes Dinner

Thanks, Tom, for A Memorable Evening



STEPHEN A. MACHINSKI, JR.

One of the team of 10 top-flight representatives of the Adam Young Organization, Steve Machinski, not too many years ago, was a member of the football team at Columbia College when he majored in pre-law.

Then, by some strange coincidence, the wires got crossed and Steve landed, not at the bar, but in radio—with a large New York advertising agency. After that he went to merchandising with the Daily News—then back to radio—station management, promotion, research, time buying, programming—and sales.

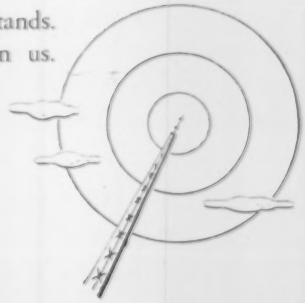
We snared this up and coming young "man of radio" and today he is one of our valued men offering service to you.

Another member of the Adam Young organization who is making your sales problems easier

The Adam Young Organization serves a limited number of #1 radio stations in major markets. Thus in choosing our representatives, our required specifications are rigid ones. They *have* to be rigid in order to insure you first-rate, aggressive, up-to-the-minute service.

And Steve Machinski, with his well-rounded experience, was able to meet all of these qualifications hands down. Steve has earned for himself (and for us) an important place on our team of seasoned representatives. A team dedicated to bringing you fast, efficient service. Service that will help you make the time you buy insure greater sales for your clients.

This is the type of operation for which the Adam Young Organization stands. We like to think it's been partly responsible for the trust you have shown us.



Adam J. Young Jr.
INCORPORATED

RADIO STATION REPRESENTATIVE

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

PRODUCTION

WALLACE ASHLEY, musical director of WITH Baltimore, has been named to succeed **RAY BAKER** as program director. Mr. Baker is now assistant to the manager of WLEE Richmond, Va., affiliated station. **AL STEVENS,** veteran announcer, is assigned as Mr. Ashley's chief assistant and as head of announcing staff.

FRANCES BOYCE of the program department of KYW Philadelphia, has announced her engagement to Joseph McIntyre.

GENE GRAVES, announcer and vocalist of KYW Philadelphia, is the father of a boy.

FRED KARCH, writer-producer of KYW Philadelphia, has organized a theatre group among KYW staffers tagged the "Clan Dramaticus." He will coach and direct initial undertaking.

DOREEN RAWLINS of the program department of WIBG Philadelphia on Feb. 23 was married to Maurice Heath.

HELEN WINDSOR has returned to WDAS Philadelphia to handle "Hollywood Chat."

SHERWOOD LORENZE has resigned as an announcer of WFIL Philadelphia to go to California.

JANE JUDSON, former assistant director of radio for OPA Los Angeles, is now featured in women's commentary on daily "Chef Milani Show" on KFWB Hollywood.

RICHARD RITTER, after three years' service with the American Field Service as a member of the ambulance corps, has returned to his former position handling auditions for ABC.

MITCHELL GRAYSON has resigned as staff director at ABC effective March 15 to freelance. He will continue to direct the "Dick Tracy" program on ABC, Sat. 8-8:30 p.m.

CAROL IRWIN, ABC national director of program and talent development, is in Hollywood for two weeks.

BOB HAWK, quizmaster of CBS "Bob Hawk Show," won a fourth place in the finals of the Eastern States Open Pair Championship Contract Bridge, sponsored by the American Contract Bridge League. It was his first major bridge tournament.

ELIZABETH WOODWARD, WJZ New York teen age adviser and syndicated columnist, was guest speaker Feb. 28 before the Greater Federation of Women's Clubs of Massachusetts in Boston.

JEANNE COLBERT, WJZ New York men's wear adviser for women, and hostess on "Opportunity Time," addressed the vocation conference at Ohio State U. last Thursday on "Radio as a Career for Women."

BEN GRAUER, NBC announcer, has been awarded a silver medal for "outstanding patriotic service to the war finance program from 1941 to 1945" by U. S. Treasury Dept.

WIN ELLIOT, recently out of maritime service and formerly with ABC, WMEX Boston and WFBR Baltimore, is new permanent m.c. of the Borden Co. "County Fair" program on CBS.

FRANK THOMASELL has returned from four years of Army service and is producing Saturday evening program of concert music on WNYC New York. While in the Army, Mr. Thomasell announced and produced programs in this country and later supervised AFRS broadcast in Puerto Rico, Trinidad, Brazil and Dutch Guiana. He was released as sergeant.

ROBERT Q. LEWIS, conductor of daily recorded programs on WHN New York, last week was awarded a plaque by Song Hits Magazine as the "outstanding disc jockey of 1946."

KEN BARTON, with Army release, has joined KWKW Pasadena, Calif., as program director and chief announcer. Prior to service, he was with "Richfield Reporter" on NBC Pacific stations. He replaces **GEORGE SANDERS,** resigned.

DENNIS DAY, former vocalist on NBC "Jack Benny Show," with Navy discharge resumes on that program March 17.

ZELLA DRAKE HARPER, women's commentator of WIBG Philadelphia, in April is to be presented the American Legion Auxiliary Award for her contributions to the education, entertainment and inspiration of the community during 1945.

RICHARD FAULKNER, assistant regional information officer in Chicago for the U. S. Maritime Service, has returned to his position as staff announcer at WBBM Chicago.

PAUL BRENTSON, staff announcer at WBBM Chicago, has resigned to freelance in New York.

LIEUT. RICHARD DORF, now on terminal leave from Army, has returned to his former position as announcer on FM-station WHNF New York. Lieut. Dorf was in service three and a half years.

NELSON OLMSTED, returning to the air after service in the Army, has started a series of narrations of famed short stories on NBC, Sat. 2:45-3 p.m.

BOB BODDEN, production and promotion manager of WCLO Janesville, Wis., for seven months, has been promoted to program director, succeeding **DOROTHY ALAN,** resigned. **VAN HUGHES,** released from the Army, becomes WCLO production manager. In service Mr. Hughes was with WVTA, AFRS station at Finschaven, New Guinea.

RAY MICHAEL, just released from AAF, has returned to WMAL Washington. He was formerly sports and staff announcer with NBC, and after the division of the networks went with American (then Blue).

JACKSON LOWE, announcer-m.c. of WWDC Washington, D. C., is to marry Beverly Rosenberg of Boston.

DONELLE SHANNON, continuity writer at WWDC Washington, D. C., is to be married in June to James Fitzgerald.

HYMIE AUERBACH, GI who took over as Tokyo Mose for AFRS (replacing Tokyo Rose with fall of Japan), has been discharged from the Army and is in Hollywood where he plans to enter commercial radio.

JOHN LAURENZ, CBS Hollywood vocalist, has been signed by RKO Radio Pictures to portray a singing cowboy named "Chito" in a series of medium budget Zane Grey western films.

GENE BAKER, announcer on ABC "Lum & Abner" program, and Nancy Huston of LeRoy, New York, were married in Tijuana, Mexico, on Feb. 18.

DON THOMPSON, KPO San Francisco producer, has resigned that post to freelance.

RAY KEMPER, released after three years of Army service, has returned to KHJ Hollywood transcription department. Prior to service he was on station's sound effects staff.

LONNIE GLOSSON, harmonica impressario formerly with CBS "Renfro Valley" program, has joined WNOX Knoxville, Tenn.

EDDY KING, in the Army for three years, mostly in Pacific with Mosquito Network, has rejoined the announcing staff of KPO San Francisco.

AL RICE, formerly at WESX Salem, Mass., and for three and a half years in the Army, has joined the announcing staff of WBIG Greensboro, N. C.

DEANE R. FLETT, released from the Army after service of four and a half years with 41st Infantry Division, has been appointed program director of KODY North Platte, Neb. He formerly had been in midwest radio. New KODY announcer is **DAVE CHASE,** for three years with AAF. He previously had been with KBUR Burlington and KSCJ Sioux City, Iowa.

ED BRYANT, out of the Canadian Army after six years' service, has rejoined CJCA Edmonton, as announcer, a post he held from 1934 to 1940.

WALLY GARRETT, former production manager of CKOV Kelowna, B. C., has joined the announcing staff of CKWX Vancouver.

CHARLES C. UNDERWOOD, who was assigned to American Forces Network in ETO, has returned to WMBS Uniontown, Pa., as chief announcer. New members of announcing staff are **HARRY** and **JOHN A. McMULLEN,** brothers and both service veterans.

NETWORK SCRIPTS by thousands—nearly 12,000 in fact—were grist for Stanley Field's job as policy reviewing officer for all radio scripts cleared through War Dept. Bureau of Public Relations since Dec. 8, 1941. Here Col. Jack W. Harris of radio branch is presenting him with award for efficient service, "tact and spirit of helpfulness . . . in all his relations with the radio industry." Mr. Field was a freelance radio writer before joining the War Dept. He wrote "Shakespeare's England," and did assignments on "Words at War." Was at one time a commercial copywriter for Emil Mogul Co., Agency, New York.

TOMMY SUMMERS, ballad singer, released from service, has joined WPIK Alexandria, Va., and is presenting Sunday afternoon program under sponsorship of Transfer & Storage Co. of Alexandria. He previously had been with WINX Washington, WHOM and WNEW New York.

MISS BILLIE KING has been named educational director of WWDC Washington, D. C., succeeding **GERRY FRAZIER,** who has resigned to rejoin her husband.

ALFRED G. KENNGOTT, ex-lieutenant in AAF and prior to service with Kasper-Gordon Inc., Boston, is new announcer and copywriter at WHAI Greenfield, Mass. **BILL HICKOK,** singing announcer and disc jockey for eight months, has been appointed musical director.

BILL THOMAS, released from service after five years with AFRS, has returned to the announcing staff of WWVA Wheeling, W. Va. He was released as lieutenant colonel.

DON CURLIN, released from the Navy, has rejoined KGO San Francisco as announcer.

RAILROAD IS GIVEN FIRST SERVICE CP

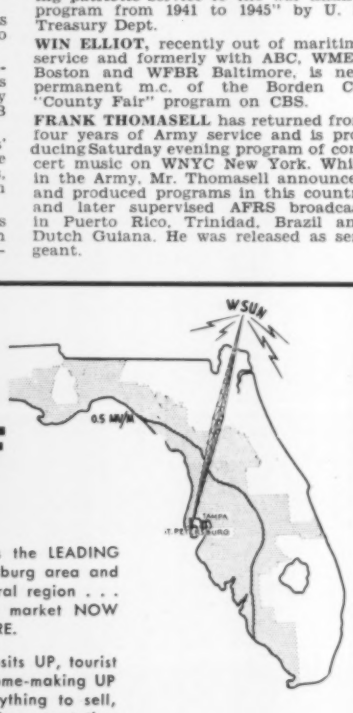
FIRST construction permit for regular radio service for railroads was granted by the FCC last Wednesday with authorization to the Denver & Rio Grande Western Railroad Co. for 32 new mobile units as train stations. Operation will be on 159.81 mc with 50 w input power to final radio stage, with special emission for FM (telephony).

The service will be installed as a safety measure to permit communication within trains and between trains and railroad stations. Many experimental authorizations had previously been granted to railroads and manufacturers for development of the service.

WHNF Resumes

WHNF New York resumed broadcasting Feb. 21 after being off the air since Dec. 1 while changing to its new frequency, 99.3 mc, FM channel 57. Licensed for 20 kw, WHNF operates 2-9 p.m. daily.

THIS CLEAR STRONG VOICE REACHES HALF OF FLORIDA



. . . and, MOST IMPORTANT, it is the LEADING SIGNAL in the Rich Tampa-St. Petersburg area and the heart of the citrus and agricultural region . . . Florida's RICHEST market . . . a market NOW RICHER, BETTER THAN EVER BEFORE.

Population UP 18% . . . bank deposits UP, tourist business UP . . . new building and home-making UP . . . agriculture UP. If you have anything to sell, and can deliver it . . . then WSUN is your station . . . the selling station on Florida's busy West Coast.

WSUN

AMERICAN BROADCASTING CO. AFFILIATE

620 k.c. 5,000 w.

St. Petersburg FLORIDA

Norman E. Brown, Manager

Represented by

WEED AND COMPANY

New York Chicago Boston
Detroit Hollywood San Francisco

Education of Public Is Major Project of Advertising Group

EDUCATION of the public—"and in particular, Washington officialdom"—in the fundamentals of advertising and its functions in our economy, was listed as a major function of the newly formed advertising committee of the Chamber of Commerce of the United States, Leonard W. Trester, committee chairman, said last Wednesday in New York.

Mr. Trester, vice president of General Outdoor Advertising, Washington, made that statement as part of his report to the C of C Domestic Distribution Department Committee, of which the advertising group is a subcommittee, on the subcommittee's first meeting, held Jan. 29 in New York. He explained that at this initial session committee members or less "thought out loud" and added that an attempt to work out a more definite program will be made at the group's next meeting, scheduled for March 15 at the Waldorf-Astoria, New York.

Spokesman Needed

Preliminary thinking of the advertising subcommittee members, Mr. Trester reported, was that while some media have strong organizations representing them and while the advertising council represents the entire industry on public service matters, there is no single group or organization representing advertising as a whole.

The attacks to which advertising is subjected, he said, suggested to the committee the advantage of a single organization to speak for the entire industry. The members thought, he reported, that this spokesman should be a nationally-recognized organization but in no way dependent on advertising.

Members Attending

Members attending the advertising subcommittee initial meeting were: Mr. Trester, G. R. Cain, G. R. Cain Assoc., Chicago; H. B. Fairchild, representing Edwin S. Friendly, vice president and general manager, *New York Sun;* Frederic R. Gamble, president, AAAA; Don Robinson, representing Walter B. Sanders, publisher, *Nunda* (N. Y.) *News;* J. Harold Ryan, vice president, Fort Industry Co., Toledo; Myles Standish, president, Standish-Barnes Co., Providence; Charles E. Sweet, president, Window Advertising, New York, Charles M. Isaac, advertising specialist, Domestic Distribution Dept., U. S. Chamber of Commerce.

NUNN GROUP HEADS MEET AT LEXINGTON

MANAGEMENT representatives of the four Nunn stations closed a four-day quarterly meeting Feb. 27 at Lexington, Ky., after considering the integration of the general radio picture into the local operation.

Individual papers were presented covering such subjects as the relation of FM and AM radio and the best methods of increasing their sales acceptance; local news; methods of increasing local and national schedules; programs in recognition of local industrial accomplishments; programming for farm audiences; vertical and block programming.

Participants in the meeting were Gilmore N. Nunn and J. Lindsay Nunn; J. Ed. Willis, assistant general manager; John Ballard, national sales director; G. Don Bowie, treasurer; Sanford Helt, chief engineer; Miller Welch, manager, WLAP; Joe Matthews, manager, WCMI; Howard Roberson, manager, KFDA; John Hart, manager, WBIR.

KSFO-FM will be the call letters of the new FM adjunct of KSFO San Francisco which also announced studios will be located in the Mark Hopkins Hotel.

AFRA Veteran Fund Gets Gift From Theatre Wing

RADIO, noted for raising funds, is for once getting some of it back. At the suggestion of George Heller, New York executive secretary of AFRA, the board of American Theatre Wing has resolved to give the New York AFRA's veteran's fund 10% of the money it raised by making available top ranking radio stars at a nominal fee on the program *Stage Door Canteen.* The move was initiated by Helen Menken, chairman of the Wing's radio division, and sponsored by Corn Products Refining Co. Show was one of the major sources of Wing's earnings by which it supported 47 activities undertaken during height of the war. Earnings AFRA was instrumental in adding to Wing treasury is $477,314.14. The gift will raise the radio veteran's fund by about $47,000.

America Theatre Wing will continue to maintain 26 projects in the metropolitan area for hospital entertainment on a program of specialized performances.

WJOI Starts March 15

WJOI Florence, Ala., recently authorized 250 w local on 1340 kc, will begin operation March 15. Station will be affiliated with ABC, according to Joe T. Van Sandt, WJOI manager.

Bill Christy

BILL CHRISTY, 21, radio-film actor recently released from the Army, died suddenly at Sawtelle Hospital, Los Angeles, on Feb. 25 after being stricken by a throat ailment. Prior to service he had portrayed Dexter on CBS "Corliss Archer" program and was to have resumed that role with start of new series. Besides his wife he is survived by his parents.

TECHNICAL

LIEUT. W. R. (Bill) FOLEY has returned to his position as radio inspector in charge of the San Juan, Puerto Rico, office of FCC after three years' active naval service. From 1940 until 1943 he served as San Juan inspector in charge, having been called to active duty in the office of the Director of Naval Communications. He was in the FCC Savannah office from 1937 until 1940 and served as a junior radio inspector at Norfolk from 1930 to 1937. From 1927 until 1930 he was chief engineer of WSAN Allentown, Pa.

HARRY GARBA, for four years chief engineer of Lafayette, Ind., metropolitan police radio as well as supervisor of technical operations at WASK Lafayette, assumes fulltime duties as WASK chief engineer. **RUSSELL GRAEFNITZ**, released from the Navy radio and radar division after three years on the West Coast as maintenance director and instructor, joins WASK as assistant chief engineer.

AL McDOWELL of the engineering staff of WIBG Philadelphia is convalescing from an appendix operation.

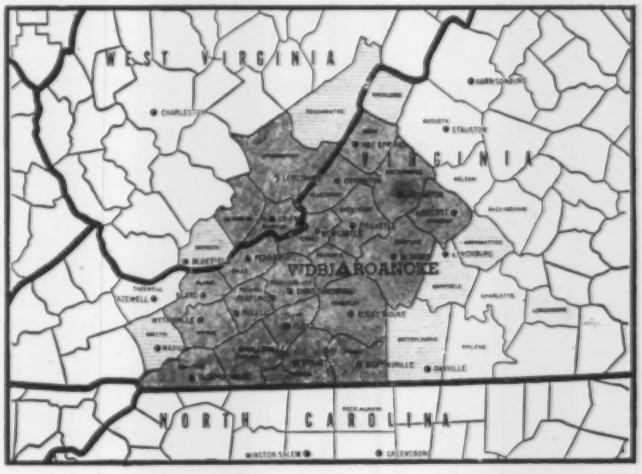
DAVID KEMPKES and **EDGAR L. BERNHEIM** rejoins the NBC Central Division engineering department this month. Mr. Kempkes, who entered service in 1942, has been Army Signal Corps captain. Mr. Bernheim, joining armed forces in same year, was released as ordnance department major.

JIM RANNEY, released from armed forces and previously with WRRN Warren, and WFMJ Youngstown, Ohio, has been named studio technician at WPIK Alexandria, Va.

Buys Transmitter

WQXR New York has purchased a short-wave transmitter to be converted into a mobile unit for use in on-the-spot broadcasting. Transmitter is type used in B-29 plans during the war and now considered surplus Army equipment. Station plans to apply to FCC for a relay broadcast frequency to increase further its coverage of outstanding public events.

WDBJ *for* Roanoke *and* Southwest Virginia



There's only one station that *covers* the prosperous Roanoke and Southwest Virginia market. That station is WDBJ. Its daytime primary and secondary coverage areas have a total population of 841,700 (148,000 radio homes), with retail sales of more than $297,000,000. Ask Free & Peters!

CBS • 5000 Watts • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION

WDBJ ROANOKE VA.

FREE & PETERS, Inc., National Representatives

WDOD SINCE 1925*

*THE BEGINNING OF RADIO IN CHATTANOOGA

CBS doing the best job in Chattanooga

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE

First in Chattanooga

★ HEART OF EASTERN NORTH CAROLINA BRIGHT LEAF TOBACCO BELT

this WASHINGTON ★ IS IN NORTH CAROLINA

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over $175,000,000.00.

We want you to know . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over $100,000,000.00 annual sales volume.

You should know . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs.

Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . **This** Washington in North Carolina—and this "as good as gold" . . . market.

WRRF 950 Kc. 1000 WATTS

TAR HEEL BROADCASTING SYSTEM, INC.
"WE RADIATE REAL FRIENDSHIP"
AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY
FORJOE & COMPANY • National Representative
NEW YORK CHICAGO PHILADELPHIA

WASHINGTON NORTH CAROLINA "HOME OF WRRF"

News

JACK DILLON, for two years assistant public relations officer of U. S. Military Academy at West Point, has rejoined NBC sports department as assistant to **BILL STERN**, post he held for six months before joining Army in 1942. He had charge of all radio activity for West Point until his discharge last month with rank of captain. Starting in radio as announcer and sports director at WNYC New York in 1936, Mr. Dillon was director of sports and special events for WFAS White Plains, N. Y., from 1938 until he joined NBC.

JOHN B. KENNEDY, ABC commentator, received an honorary degree from Loyola U. Feb. 27.

S. KEITH JAMESON, sportscaster-announcer of WMAL Washington, D. C., has returned to the station following release from armed forces. He entered service in Dec. 1942, was assigned to Eighth Air Force as cryptographer until formation of American Forces Network when he was transferred to that service. Before his release, Mr. Jameson became AFN chief announcer.

PHIL WOODYAT, CBS news bureau director, San Francisco, at Navy invitation is on a tour of the Pacific to inspect surplus property disposal.

CAPT. SID ZIFF, former Los Angeles sports editor and radio commentator, after four years' service, is on terminal leave from the Army.

KNOX MANNING, CBS Hollywood news analyst who recently completed narrative assignment for Warner Bros. film, "Hitler Lives?", is negotiating with studio for radio rights to the film short. Feature portrays dangers still present in conquered Germany.

HARRY WISMER starts "Harry Wismer Sports Show" March 16, Sat. 6:30 p.m. on ABC as a co-op show. Transcribed rebroadcast for Pacific Coast will be aired 5:15 p.m. (PST).

IAN ROSS MacFARLANE, WITH Baltimore commentator, is father of a boy. His wife, Louise, covers Capitol Hill and serves as his chief aide.

E. B. CANEL, director of Latin American programs for NBC International Division, is back in New York after six weeks in London to cover the UNO conference for Latin American listeners.

SGT. BRUCE W. MacDONALD, on leave of absence in the Army as news editor of WJW Cleveland, has been awarded the Bronze Star medal for "meritorious conduct in the performance of outstanding service to the officers and men of the China Theatre" for period March-October 1945 during which time he "prepared, edited and had charge of all news broadcasts heard over the American Forces radio station XNEW, Headquarters, Services of Supply, China Theatre." Special recognition was given Sgt. MacDonald's original series, "Know Your Enemy." He now is assigned to VU2ZU Calcutta, in charge of news.

Sgt. MacDonald

JOHN K. CHAPEL, news chief of KROW Oakland, Calif., has been elected president of Oakland Businessmen's Contact Club.

JOSEPH C. HARSCH, CBS news analyst, after several months' vacation resumes his "Meaning of the News" broadcasts on CBS, Mon.-Fri. 11-11:15 p.m. effective March 4.

MARGO ATWOOD, news writer of ABC San Francisco, has transferred to the network's Paris news bureau.

RED BARBER, Brooklyn Dodgers sportscaster, has gone to the Dodgers training camp at Daytona Beach, Fla., in preparation for his fifth season of broadcasting the Dodgers games on WHN New York. **CONNIE DESMOND**, who works with Mr. Barber, will join him March 8 when his basketball broadcasts on WHN are concluded. Dodgers broadcasts on WHN are sponsored by P. Lorillard Co., New York (Old Golds), placed by Lennen & Mitchell, New York.

PROSPECTS of New York Yankee baseball broadcasts are being discussed by (l to r): W. L. Rubin, advertising manager of the General Cigar Co. (White Owl cigars), sponsors of broadcasts on WINS New York; Russ Hodges, sportscaster; William Best, senior vice president of the cigar company; and Mel Allen, other sportscaster to do the games with Mr. Hodges.

DON BOYD, formerly on the announcing staff of WOWO Fort Wayne, Ind., and WBTA Batavia, N. Y., has joined the announcing staff of WCLO Janesville, Wis., to assist in sports department.

JOE WESP has completed his fifteenth year as conductor of the "Ironic Reporter," 11 p.m. five weekly, on WBEN Buffalo. For 10 years he has been sponsored by Household Finance Corp.

FRANNY MURRAY, former all-American football star at U. of Pennsylvania and sportscaster on WIBG Philadelphia, has been presented with the John B. Kelly Gold Medal in recognition of his services to sports competition at the Philadelphia Inquirer A. A. Track Meet.

BILL LECKIE, out of RCAF, has joined the news department of CKOC Hamilton, Ont.

FRANK J. (Salty) MALLANTS, boating and fishing commentator of WIOD Miami, Fla., and fishing editor of the Miami Daily News, has been named chairman for 1946 of the conservation division of the Florida State Chamber of Commerce.

Former Staffers of AFN Turn Civilian Producers

FIVE former American Forces Network staff members have organized a new firm called H & S Productions in Hollywood to produce and package radio ideas. Karl Hoffenberg, former program manager of AFN United Kingdom, London, and finally station manager of AFN in Munich, and Norman Sickel, former director of special events for AFN, U. K. and after that producer of AFN in Bremen, organized the firm. Others working with them, all former AFN members, are Dick Crawford, Syl Binkin, and Allan Ward.

New organization has an audience participation show now being considered by Music Corp. of America for a sponsor. Two other productions are currently in operation. Firm expects to use only ex-GI's who know the radio business.

Radio Listening in New York Reaches Peak of Winter in January, February

IN NEW YORK, radio listening appeared to reach its highest peak of the winter season in January and February, The Pulse Inc., audience measurement firm, reported last week.

Average quarter-hour sets in use was 26.1 in January, 25.8 in February. Pulse listed its measurement of popularity for highest quarter-hour ratings for radio shows in February as follows:

Evening: *Lux Radio Theatre* 27, *Bob Hope* 26.7, *Charlie McCarthy* 25.3, *Fibber McGee* 25, *Aldrich Family* 23.7, *Jack Benny* 22.3, *Fred Allen* 22.3, *Red Skelton* 22.3, *Walter Winchell* 22, *Mr. District Attorney* 21.7.

Daytime (five a week): *Kate Smith Speaks* 8.4, *Life Can Be Beautiful* 8.3, *Big Sister* 7.8, *Helen Trent* 7.6, *When a Girl Marries* 7.5, *Portia Faces Life* 7.5, *Our Gal Sunday* 7.4, *Stella Dallas* 7.1, *Young Widder Brown* 7.1, *Lorenzo Jones* 7.

Daytime (Saturday and Sunday): *The Electric Hour* 10.7, *The Shadow* 10.3, *Family Hour* 10, *General Motors Symphony* 9.7, *Quick as a Flash* 8.3, *Counterspy* 8.3, *Children's Hour* 8, *Westinghouse Program* 8, *New York Philharmonic* 8, *One Man's Family* 7.7.

In Philadelphia, radio listening in January and February was slightly higher than in the same period last year, Pulse reported. Average quarter-hour sets in use for the two-month period was 22.4, compared with 21.7 for 1945.

Pulse also reported quarter-hour popularity ratings of programs in Philadelphia as follows:

Evening: *Lux Radio Theatre* 30, *Bob Hope* 25.8, *Mr. District Attorney* 24.5, *Aldrich Family* 24.3, *Dr. Christian* 23.8, *Charlie McCarthy* 22.8, *Fibber McGee* 22.8, *Eddie Cantor* 21.3, *Joan Davis* 21.3, *Jack Benny* 21, *Screen Guild* 21.

Daytime: *Breakfast Club* 11.6, *Life Can Be Beautiful* 11.3, *Kate Smith Speaks* 10.9, *Our Gal Sunday* 10.4, *Big Sister* 10.3, *Helen Trent* 10.3, *Ma Perkins* 10.3, *Young Dr. Malone* 10.3, *When a Girl Marries* 8.8, *Aunt Jenny* 8.6.

Daytime (Saturday and Sunday): *Children's Hour* 18, *The Electric Hour* 11.8, *Family Hour* 11.3, *Westinghouse Program* 10.8, *The Shadow* 9.8, *Gene Autry* 9, *Billie Burke* 8.8, *Armstrong Theatre* 8.5, *Stars Over Hollywood* 8.5, *One Man's Family* 8, *Grand Central Station* 7.5.

ABC TO CARRY N. Y. TALK BY CHURCHILL

NEW YORK'S welcome to Winston Churchill, the former British Prime Minister, when he visits the city on March 15 will be broadcast 12:30-1 p.m. from New York's City Hall by ABC and most of the New York independent stations. Other networks had not made definite plans for coverage last week. Broadcast will include a brief address by Mr. Churchill following his official welcome by Mayor William O'Dwyer.

Morris Novik, radio consultant and former director of WNYC, was requested by Grover Whalen to coordinate radio coverage of the day's events.

Mr. Churchill's speech at a dinner in his honor on the same night at the Waldorf-Astoria will be broadcast at 10 p.m. Seymour N. Siegel, WNYC director of programs, has been designated to coordinate the city's coverage of the Churchill reception.

All networks will carry Mr. Churchill's speech when he and President Truman receive degrees of Doctor of Law at Westminster College, Mo., on March 5th at 4:30 p.m.

McDONALD STUMPS
For Congressional Seat From Maryland

COLORFUL Arch McDonald, popular Washington sportscaster, announced his candidacy for Congress this week from the Sixth District of Maryland and will run in the primary election come June.

Describing himself as a "greenpea" in politics, Mr. McDonald said it was simply his intention "to continue serving the people of the district in which I have lived for the past 12 years."

Queried on his future plans for radio if elected, he replied, "I will cross that bridge when I come to it."

Army Ban on Recorded Messages Is Rescinded

WAR DEPT. BAN on transmission of recorded messages to military personnel overseas has been rescinded. The restriction was originally imposed because of the burdened facilities of the Army Post Office and for security reasons. Also, until recently few men would ever have had opportunity to hear the recordings, for lack of machines.

To ex-Sgt. Bill Burns of the special events department of WNEW New York goes credit for starting the War Dept. action in lifting the restriction, according to Col. Jack Harris of the Radio Branch, Bureau of Public Relations. Mr. Burns, realizing the potential morale-building effect of such messages, wanted to build a show around interviews with WNEW listeners who have relatives and friends overseas. Six weeks ago he wrote Col. Harris, with whom he served in the Philippines. Since the principal reasons for the ban no longer exist, Col. Harris succeeded in obtaining the rescission.

Serving

The Third Largest Market

in the

Fourth Richest State

•

WCOL

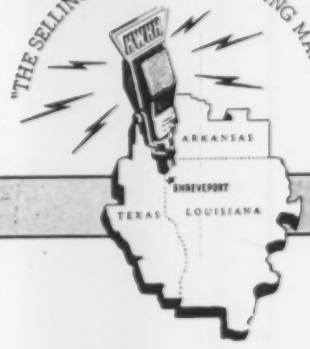
COLUMBUS

The Listening Habit of Central Ohio

•

Represented by

THE HEADLEY-REED CO.



In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

Sell The
#1 MARKET
WINSTON-SALEM
GREENSBORO
HIGH POINT
In the South's
#1 STATE
NORTH CAROLINA
With
WSJS
For the Tri-Cities
Representatives
HEADLEY-REED COMPANY

SPONSORS

LASALLE HAT Co., Philadelphia (maker of "Champ" hats), has appointed McCann-Erickson, New York to handle account. Plans are being prepared for largest advertising program in history of firm. Company currently sponsors quarter-hour show on KYW Philadelphia and radio is being considered in new schedule. **WILLIAM R. APPLEBY**, released from the Navy as lieutenant and former advertising manager of Merrimac Hat Corp., has been named sales and advertising manager of La Salle.

HAIG'S WHEET, New Haven, Conn. (food product), has appointed Lester L. Wolff Adv., New York, to handle advertising. Radio is said to be considered.

MARIE MORRISON Inc., New York (cleaner and dyer), has appointed Commerce Adv., New York, to handle account. Plans include spot campaign.

AMERICAN MARIETTA PAINT Co., Chicago, has appointed Simon & Smith Adv., Portland, as West Coast agency.

E. & J. GALLO WINERY, Modesto, Cal., continuing to add to its already heavy announcement schedule, is now using transcribed spots on 65 stations nationally. Contracts are for 52 weeks. Agency is John Freiburg & Co., Los Angeles.

DOMINICK CORDIANO has sold his interest and resigned as president of Cordiano Can Co., Brooklyn, to become president of Italian Cook Oil Corp., Brooklyn, a radio advertiser.

SANI-WAX Co., Cleveland, Okla. (furniture cleaner), has been sold by Wayland and Clyda Boles, former owners-operators, to group of Texas financiers headed by Len Acton, Dallas merchandising expert, and headquarters have been moved to Dallas. Firm has used some radio in past, contemplates an expanded advertising campaign. Radio may be used later. Dallas office of Grant Adv. is handling account.

JAMES W. RAYEN, former assistant advertising manager of H. J. Heinz Co., Pittsburgh, has been appointed director of advertising and merchandising of Boyle-Midway Inc., New York, household products division of American Home Products Corp. **CLINTON DRINKUTH** continues as advertising manager of Boyle-Midway.

ESTHER M. DONLAN, former advertising manager of Ruppert Brewery, becomes director of advertising of Fleetfellow Inc., New York, recently appointed to handle national sales and advertising for Diaperwite by Hill Adv., New York, agency handling account.

FRED SCHLOSSER, after serving with the Army Signal Corps, has joined Paragon Oil Co., New York, as advertising manager.

SPEAK UP AMERICA COMMITTEE of the American Defense Society, New York, plans to use a network show and spot announcements for its advertising campaign to crystalize public opinion for control of strikes.

THRIFTY DRUG Co., Los Angeles (retail chain), adding to heavy Southern California schedule, March 5 starts sponsoring thrice-weekly quarter-hour participation in "Rise & Shine" on KHJ Hollywood. Contract is for 52 weeks. Firm on March 4 starts for 52 weeks a daily 30 minute recorded musical program on KECA Hollywood. Thrice-weekly quarter-hour transcribed "Fiesta Grande," under a 39 week contract, started March 1 on KFI Los Angeles. Agency is Milton Weinberg Adv. Co., Los Angeles.

P. P. WILLIS, R. E. S. DEICHLER and **REX W. D. SMITH** have been elected vice presidents of American Airlines. Mr. Willis is in charge of advertising, Mr. Deichler is in charge of administration and Mr. Smith heads public relations department.

OLIAN Adv., St. Louis, has acquired two new brewery accounts bringing total to five. They are Horlacher Brewing Co., Allentown, Pa. (Horlacher beer and Perfection beer), and A. Getteiman Brewing Co., Milwaukee (Rathskeller Brew and Milwaukee's Best). Harold A. Thomas is account executive on both accounts. Olian's other three beer accounts are Atlas Brewing Co., Chicago; Columbia Brewing Co., St. Louis, and Schoenhofen Edelweiss Co., Chicago.

FORD DEALERS OF CHICAGO have placed their advertising account with J. Walter Thompson Co., Chicago. V. C. Dreiske is named account executive. Group formerly placed through Maxon Inc. JWT now services Ford account in Chicago, West Coast, Atlanta, Charlotte, N. C., and Jacksonville, Fla.

EDISON BROS. STORES Inc., St. Louis (Leeds' shoes), as part of its national campaign, has started using twice-weekly spot announcement schedule on KFI Los Angeles. Contract is for 52 weeks. Agency is Olian Adv., St. Louis.

PACIFIC SPORT FISHING Assn., Los Angeles (fishing expeditions), on March 4 starts quarter-hour weekly commentary, "Fishing Facts," on KFOX Long Beach. Series on April 1 will expand to twice-weekly schedule. Contract is for 52 weeks. Uhl Advertising Service, Los Angeles, has account.

UNITED-REXALL DRUG Co., Los Angeles (retail stores), has appointed BBDO Los Angeles to place spot radio.

SPONSOR AND AGENCY get a first-hand insight into the production of their CBS "Bachelor's Children." They are (l to r): Burr Lee, producer; Lee Mack Marshall, advertising manager of Continental Baking Co. Inc., New York; Cedric Seaman, vice president in charge of sales and advertising for Continental; Walker Everett, vice president of Ted Bates Inc., New York, and account executive.

NETWORK ACCOUNTS

New Business

LEWIS FOOD Co., Los Angeles (dog, cat food), March 25 starts for 52 weeks "Lone Ranger" on ABC Pacific stations Mon.-Wed.-Fri. 6-6:30 p.m. (PST). Agency: Elwood J. Robinson Adv., Los Angeles.

Net Renewals

FISHER FLOURING MILLS Co., Seattle (cereal products), March 25 renews for 52 weeks "James Abbe Observes" on 27 ABC western stations, Mon.-Fri. 7:30-7:45 a.m. (PST). Agency: Pacific National Adv., Seattle.

S. C. JOHNSON & SON of Canada, Brantsford, Ont. (floor polish), April 2 renews for one year "Fibber McGee and Molly" on 27 CBC Trans-Canada network stations, Tues. 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

PILLSBURY MILLS Inc., Minneapolis, renewed March 2 for 52 weeks "Grand Central Station" on 127 CBS stations Sat. 1-1:30 p.m. Agency: McCann-Erickson, N. Y.

CAMPBELL SOUP Co., Camden, Feb. 27 renewed "The Jack Carson Show" for 52 weeks on 140 CBS stations Wed. 8-8:30 p.m. Agency: Ward Wheelock Co., Philadelphia.

NOXZEMA CHEMICAL Co., New York, March 9 renews "Mayor of the Town" for 52 weeks on 48 CBS stations Sat. 8:30-8:55 p.m. Agency: Ruthrauff & Ryan, N. Y.

PABST SALES Co., Chicago, renews on March 22 "Danny Kaye Show" for 52 weeks on 147 CBS stations Fri. 10-10:30 p.m. Agency: Warwick & Legler, N. Y.

N. W. Ayer & Son continues to handle firm's national advertising.

EMBRO PICTURES, Hollywood (home service movies for children), new to radio and in a four-week campaign ending March 19 is using daily spot announcements on KMPC KFAC. Additional radio is contemplated. Agency is Smith, Bull & McCreery Adv., Hollywood.

PHILADELPHIA PRETZEL Co., Los Angeles, has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle advertising. Radio will be used along with other media.

GAY Inc., Los Angeles (Ryan nail polish remover), has appointed John H. Riordan Co., Los Angeles, to handle advertising. Commando Chemical Co., Los Angeles (DDT insecticides and other household products), has also appointed that agency to place advertising.

COLONIAL DAMES Corp., Los Angeles (cosmetics), has appointed Hixson-O'Donnell Adv., Los Angeles, to handle advertising, and will continue to use radio along with other media.

ACME BREWING Co., Los Angeles, has renewed weekly boxing matches from American Legion Hollywood Stadium on KMPC Hollywood. Contract is for 52 weeks. Concern also sponsors weekly Los Angeles Olympic Auditorium fights on KMTR Hollywood and Strelich Stadium bouts on KERN Bakersfield. In addition quarter-hour weekly recorded "Acme of Song" is sponsored on KFXM KPRO KTMS KERN KTUC KTAR KSUN KGGM, with twice per week on KGB KXO. Recorded "Prevue of Hits" is sponsored weekly on Arizona Network (KOY KSUN KTUC), with five weekly 15 minute newscast on KVOE Santa Ana, Calif. Agency is Brisacher, Van Norden & Staff, Los Angeles.

HOLLIS F. PECK, for three years in the Navy and released as lieutenant commander, has resumed managership of the public relations department of John Morrell & Co., Ottumwa, Ia.

GYPSUM, LIME AND ALABASTINE, Canada Ltd., Toronto (paints), has started spot announcements on a number of western Canadian stations. Agency is McConnell, Eastman & Co., Toronto.

QUAKER OATS Co., Peterborough, Ont. (Aunt Jemima pancake flour), has started flash announcements daily on 17 Canadian stations. Agency is Spitzer & Mills, Toronto.

MacDONALD BRIAR TOBACCO Co., Montreal (cigarettes), March 4 sponsors "National Curling Bonspiel" on seven CBC Prairie region stations and March 5-7 on 12 CBC western network stations 12:15-12:30 a.m. Agency is Harold F. Stanfield Co., Montreal.

Survey Launched On Set Production

FCC Questionnaire to Reach All Receiver Manufacturers

A MANUFACTURERS' eye-view of 1946 set-production prospects will be made available to broadcasters through a survey undertaken last week by the FCC.

To receiver manufacturers of the U. S.—approximately 300, it was estimated—the Commission sent questionnaires asking for estimates on 1946 production of sets for AM reception only, for FM only, for both AM and FM, for television only, and for AM, FM, and television.

While the Commission did not formally reveal its plans for ultimate uses of the assembled data, spokesmen said one of the most obvious uses would be to give applicants for FM licenses a clue to the number of FM listeners they might expect by the end of the year.

The manufacturers were assured that "your response will be considered confidential and will be used only in preparing industry-wide totals." They were asked to supply their estimates "at the earliest possible date." Commission officials said they hoped they might have the data assembled and ready for release "by the end of March."

Besides requesting figures on production of standard, FM, and television sets, the questionnaires seek estimates on 1946 production of FM adaptors and convertors—attachments to standard sets to permit reception in the 88-108 mc FM band, and attachments to existing FM sets (42-50 mc band) to permit reception in the 88-108 mc band. FCC officials explained that "adaptors," brought out before the war, were virtually FM receivers which would utilize the speaker in an AM set for FM reception. It was believed they would be used primarily with the more expensive AM sets.

The manufacturers were asked to segregate their estimates of sets they would build for export and of sets to be supplied them by other manufacturers. Exact tuning range of all AM band receivers was also requested.

RMA Meeting

RADIO Manufacturers Assn. spring meeting for transmitter and transmitting tube groups will be held April 29-30 at the Penn-Harris Hotel, Harrisburg, Pa. Technical papers will be presented at morning sessions with afternoons devoted to committee meetings. Virgil M. Graham, associate director, RMA engineering department, is chairman of meeting.

'Dimes' Contribution

PRESIDENT HARRY S. TRUMAN received a check for $43,377 representing dime constributions sent in to the National March of Dimes campaign by listeners to "Breakfast in Hollywood" on ABC.

PROMOTION

DICK CANADAY, former AAF public relations officer, is now promotion and publicity director of KOY Phoenix, Ariz. He previously had been with KPHO Phoenix.

ROBERT McANDREWS, NBC Western Division sales promotion manager, discussed "Radio as an Advertising Medium for Regional Products" when guest speaker Feb. 25 at dinner meeting of Los Angeles Junior Women's Advertising Club.

JENNINGS PIERCE, NBC Western Division stations relations director, is on two-week tour of Texas, New Mexico and Arizona affiliates. He returns to Hollywood in early March.

HELEN J. KAUFMAN, an instructor in psychology at Brooklyn College, has joined ABC as assistant to BEN GEDALECIA, network associate research director.

EDWARD REYNOLDS, formerly with WBBM Chicago, has returned to station publicity department. New addition to staff is CARL SIMONSON, previously with NBC Chicago press department.

JOHN KELLY, publicity director of WPEN Philadelphia, has left the station to join the American Red Cross in a similar capacity.

NBC Brochure

"OH, WHAT a Beautiful Morning" carols the cover of a brochure issued by NBC which applies song title phrase to Saturday morning on network. Reporting on listener response to Smilin' Ed McConnell, the "Teen Timers" program and "Home Is What You Make It," brochure concludes that "three out of four American homes are reachable by radio during any half hour on Saturday morning" and suggests NBC programs for the job.

Repair Shop Poster

TIE-UP between the radio repair man, RCA and WEAF New York, NBC key station, is achieved through poster prepared by WEAF and distributed by RCA to more than 3,200 radio service shops in New York metropolitan area. Poster advises "For full listening pleasure" first let the shop "tone up" your radio, second to "tune up" with RCA tubes and third "tune in" 660 for the "NBC Parade of Stars" on WEAF.

WISN Endorsement

ENDORSEMENT by WISN Milwaukee is presented on back page of folder "Jobs in Advertising" by Alfred T. Falk, director of the Bureau of Research and Education, Advertising Federation of America. Copies are being distributed by station to students and veterans at Marquette U., Layton School of Art, Milwaukee Vocational School, University of Wisconsin Extension and Veterans Administration of Milwaukee. Pamphlet explains general divisions of advertising field, discusses advantages and opportunities.

Dreg Remover

WIBW Topeka, Kan., mailed out another unusual promotion piece last week in the form of a tea strainer. Accompanying card said "You'll really 'remove the dregs' from your Kansas selling effort when you hire WIBW." Capper Publications offices in New York, San Francisco, Chicago and Kansas City are listed as sales representatives.

Letter Contest

LETTER-WRITING contest on "What Roses Have Meant to Me" is being conducted by Mildred O'Neill, WBYN Brooklyn commentator, on her thrice-weekly "Column of the Air" program. Best letters receive tickets to Madison Square Garden Flower Show March 18-24 plus dozen roses.

Circus Tie-Up

PROMOTION tie-up of Cincinnati appearance of Polack Brothers Shrine Circus and WSAI Cincinnati "Petticoat Partyline," women's feature program, consisted of full-hour broadcast of WSAI program from Taft Auditorium preceding each circus matinee. Listeners wrote for tickets to broadcasts which included interviews with circus performers, skits, group singing and prizes to participants.

Neblett Brochure

STATIONS are receiving from Neblett Radio Productions, Chicago, a brochure calling attention to firm's transcribed series "So the Story Goes" and "Louise Massey and the Westerners." Brochure describes novel introductions and sign-offs to "So the Story Goes" program, handled by Mr. Neblett himself, as well as series of teaser spots furnished to promote program in advance.

Kasper-Gordon Brochure

BROCHURE announcing availability in syndicated form of food program by Dickman Stone has been distributed by Kasper-Gordon Inc., Boston transcription firm. Mr. Stone has completed 1,600 consecutive broadcasts of the "Eat-itorially Speaking" program on WIRE Indianapolis, brochure states, announcing that firm is offering feature in transcribed series.

NBC Exhibit Report

NBC television exhibit on display at World of Tomorrow Exposition in Pasadena, Calif., during Feb. 13 to 19 inclusive, attracted more than 105,000 visitors, according to figures released. Over 12,000 pieces of literature were distributed. Pictorial displays section of the exhibit has been installed in NBC Hollywood Radio City lobby for one month.

Don Lee Ad Chosen

TRADE advertisement of Don Lee Broadcasting System, created by R. W. Webster Adv., has been chosen for a distinctive merit award by the First Annual Exhibition of West Coast Advertising and Art. Picked as best entry in humorous illustration division, ad was designed by Artist Bill Tara to promote network's regional facilities.

Promotion Stickers

UNITED STATES STEEL Corp. is using a million two-inch square stickers on its mail to promote Sunday night "Theatre Guild of the Air" series which it sponsors on ABC. Stickers, lettered in red and brown, carry program title, sponsor's name, network identification and program time.

Extortion Charged

FOR THREATENING that "something terrible" would happen to children of James Saphier, Hollywood talent agency executive and packager of NBC *Bob Hope Show*, unless $5,000 in small bills were turned over to him, Albert Levinson, medically discharged from Army, and his wife Ruby were arrested on extortion charges on Feb. 23. Mrs. Saphier, former radio actress known professionally as Arna Finston, told police she recognized Mr. Levinson's voice over the telephone. He once worked for her as gardener. It was charged that he had telephoned another Beverly Hills, Cal. resident with a similar threat. Mr. Levinson voluntarily gave himself up when informed by relatives that he was being sought.

Unfailing Dependability

TURNER

Model 999

Balanced Line Dynamic

Engineered for critical applications, the TURNER 999 Dynamic is equipped with Balanced Line features for professional results under all conditions. Voice coil and transformer leads are insulated from ground and microphone case—line is balanced to the ground. Always dependable with accurate, smooth response. Specified by nationally known manufacturers as standard equipment for highest quality results. Ruggedly built to withstand rough handling and temperature and climate changes. Gun metal type finish. Range 40-9000 cycles. Level —52DB. Furnished with 20 ft. balanced line low capacity removable cable set in a choice of all standard impedances.

Ask Your Distributor or Write

THE TURNER COMPANY

914 17th Street, N. E. - Cedar Rapids, Iowa

Licensed Under U. S. Patents of the American Telephone and Telegraph Co. and Western Electric Co., Incorporated.

TURNER

TURNER

Pioneers in the communications field

Microphones

Free Microphone Catalog
Write for Your Copy

Hon. Nat Strom
Buchanan & Co., Inc.
New York City
Dear Nat:
That Texas Company sure knows how to pick good men. I'm talkin' about that fellow, Jimmy Melton, who stars on their radio show every Sunday night. Jimmy was in Charleston recently for a music concert, and naturally we had him up here for an interview. Jimmy told our listeners all about his work and especially what he does on the Texaco program. Well Sir, I'm not kiddin' a bit, before he left, Jimmy shook hands with everybody . . . even me . . . and thanked us for invitin' him to the studios. Then I thot about how smart it was for the Texas Company to have such a fine fellow sellin' gasol'ne for them . . . Yes Sir, if the folks here at WCHS weren't so nice, I'd be awful tempted to look up the Texaco people myself.

Yrs.
Algy

WCHS
Charleston, W. Va.

Nearly
2,000,000 Listeners

. . . in a two billion dollar market! Send for coverage data today and see why WLAW is a MUST for all advertisers interested in selling three New England states.

WLAW

LAWRENCE, MASS.
5000 WATTS 680 Kc.
Basic Station
American Broadcasting Co.
NATIONAL REPRESENTATIVES
WEED & CO.

PROGRAMS

TO HELP alleviate house-hunting problems of returning war veterans, WINS New York has started a Tuesday evening series of interviews with homeless veterans, each concluding with a direct request to program listeners to share their home with the particular serviceman being interviewed at that time. Telephone calls are plugged into studio and station end of conversation is broadcast. Series is produced in conjunction with Housing Authority of New York.

WINX Revisions

SEVERAL musical program revisions and additions have been made by WINX Washington, D. C. Saturday morning half-hour symphony period has been turned over to "Children's Symphony Hour," featuring classics for children, discussions of orchestra instruments and stories of composers and artists. Monday through Saturday late evening half-hour program, "Music for Dreaming," presents "relaxation" music for "dreaming, dancing or romancing." Local restaurant sponsors. New Sunday 1:30-2 p.m. feature, sponsored by a Washington furrier, is "Choral Favorites," transcribed presentations by nation's leading choral groups.

Social Service Series

SERIES of open-end recordings, "The Adventure of the Red Feather Man," is in production under direction of Robert Lewis Shayon of CBS for Community Chests & Councils Inc., New York. Quarter-hour dramatizations are based on typical social service problems. John Gibson, actor, portrays Red Feather Man. Stage and film stars Dorothy Gish, Arlene Francis and Louis Calhern head list of notables playing leading roles. Recordings are being made by Columbia Recording Corp. and will permit complete identification with local agencies giving service dramatized in script. Series will be released in April for spring promotion.

Sportsman's Show

QUARTER-HOUR transcribed show titled "Outdoor Lifetime" and featuring Ray Brown, editor of Outdoor Magazine, is being produced by Richman-Stanford Productions, New York. Show is written and produced by Charles Cromer, who has resigned from writing the "Fish and Hunt" show on WJZ New York.

WTAM Food Series

PIANOLOGUE styled "Arm Chair Planning" series is sponsored on WTAM Cleveland by Fisher Foods of Cleveland. Heard Monday through Friday 9:15-9:30 a.m., program takes listeners on imaginative trips to romantic places both far and near. Food of various locales is described.

New NBC Series

NBC Radio Recording Division has prepared a 52-week syndicated program series, "Mercer McLeod, The Man With the Story." Mr. McLeod, Canadian actor and writer, is featured in quarter-hour twice a week dramatizations of original stories. He plays all male parts and his wife, Reta, all female roles.

Veterans Requests

AN ALL-REQUEST three-quarter hour musical program for war veterans in hospitals has been started Monday through Friday on CJBC Toronto. "Veterans' Varieties" is in charge of a war veteran, Walter Herring, and also includes news and views for servicemen listeners.

French Compositions

NEW MUSIC written by contemporary French composers will be featured on a new show, "Paris Premiere," produced and presented by Henry Milo in conjunction with the French Embassy in the U. S., which will be transcribed from Radio Paris and rebroadcast on WINS New York, Thurs. 11:10-25 p.m.

Veterans Advice

MEMBERS of the New York regional office of the Veterans Administration act as a board of experts on "Veterans Face the Future," new Wednesday night series on WNEW New York. Veterans discuss their problems and receive advice from the board.

KOMA Orchids

MUSICAL variety program, "Orchidaires," has been started on KOMA Oklahoma City as three weekly noontime quarter-hour series under sponsorship of local luggage shop. Orchid is awarded a feminine listener on each program.

ABC Half Hour

STARRING Bill Thompson as returned young Navy veteran with a headful of ideas and a 30-room house inherited from an uncle, weekly half-hour "The Bill Thompson Show" starts on ABC stations March 4 in Mon. 10-10:30 p.m. (EST) period.

Juvenile Playlets

WEEKLY thirty-five minute series of playlets featuring students of Washington, D. C., Catholic high schools is being broadcast by WWDC Washington. Presented by Sodality, high school organization, program is titled "Sodality Union."

WCOA Record

RECORD coverage of a golf tournament is claimed by WCOA Pensacola, Fla., in reporting local $7,500 invitational tourney Feb. 21-25. Interviewing more than 70 golfers and with a number of pickups, WCOA aired 11 hours of proceedings. Last year station devoted eight hours in four days to event.

Resumes Signals

WNYC, New York City owned station, is resuming its hourly time signal, a split-second "peep" which has not been heard for the past five years, and three weather bulletins daily, broadcast from the U. S. Weather Bureau in New York.

World Peace Series

PRACTICAL SUGGESTIONS toward helping build a permanent world peace are given in a new series of afternoon talks "Bridges To Peace," on CBC Trans-Canada network. Canadians prominent in radio, science and the professions are speakers on series.

Program Fillers

UNIVERSAL RECORDERS, Hollywood, division of Universal Broadcasting Co., has started syndicating a 40 second spot filler of daily meal suggestions titled "MinuEttes." Two weeks of one daily announcement are recorded on each side of disc.

Legislature Interviews

CREATED to acquaint citizens with members and activities of New York State Legislature, "Meet Your Legislature" series is being telecast Wednesday evenings by WRGB Schenectady, N. Y.

Tax Return Aid

NEW HAVEN, Conn., office of U. S. Bureau of Internal Revenue March 4 begins series of 15-minute programs over WNHC New Haven to help income taxpayers with their returns. Series will be heard daily 3:15-3:30 p.m., March 4-11.

Letters From Veterans

LETTERS from veterans, offering their opinions on public issues, are presented on new WOAI San Antonio, Tex., program, "The Voice of the Veteran," sponsored by San Antonio Lone Star Ice Delivery.

Sunday Breakfast

WNEW New York has started a new Sunday morning series, "The Bible Breakfast," originating at William Sloane House, New York YMCA for transients, and featuring an inter-denominational talk by a visiting speaker.

Week's Classics

NEW SUSTAINING feature, "This Week's Music," has been started on CJOR Vancouver. Program presents pieces played during the current week's concerts in New York, Chicago, Montreal and Toronto.

Airs Church Service

SUNDAY morning religious program started by WINX Washington, D. C., each week originates from the church of a different denomination in the Capital area.

AAF Band Series

ARMY AIR FORCES band starts a new series on Mutual March 6 titled "This is Your Country." A different state is saluted each week.

'Websters' Changes

WHEN *Those Websters* (Quaker Oats) moved into a new home in their fictional "Spring City," it also marked their move from CBS to Mutual, March 3 (5-5:30 p.m. CST). But the Chicago produced program had more than one change connected with its move. Frank and Ann Hursley took over the script-writing, and Gil Stratton Jr. replaced Arthur Young as "Bill Webster." Other cast changes include Willard Watterman, replacing Hugh Studebaker as "Father Webster." Agency remains the same, Ruthrauff & Ryan, Chicago.

George M. Nelson

GEORGE M. NELSON, supervisor of NBC mail and messenger division since 1929, died Feb. 22 following a stroke. He was 65 years old. Born in Virginia and educated at Columbia and Harvard, Mr. Nelson produced three plays in 1916 and 1917 and was assistant dramatics director of the Army during World War He later was radio program author. He is survived by his sister.

AFRA-KMJ Pact

WAGE AGREEMENT covering announcers on KMJ Fresno, Cal., has been signed with AFRA providing pay raise from $52.50 to $57.50 weekly. Claude McCue, executive secretary of AFRA Los Angeles Chapter, completed negotiations with station management.

"If they don't stop that advertising on WGAC I'll quit."

WGAC Augusta, Ga.

STAFF OF WDAE Tampa, Fla., meets with Kenyon & Eckhardt radio men to talk over production of Borden's *County Fair* from Florida State Fair. Standing (l to r) are Hal Davis, radio publicity head of K & E; George Searjant, commercial manager of WDAE; Kay Dowst, WDAE traffic dept.; Win Elliot, new m.c. of *County Fair;* Sol Fleischman, WDAE chief announcer, Herb Landon, *County Fair* publicity. Seated (l to r) are L. Spencer Mitchell, manager of WDAE; Thelma Schneider, secretary to Mr. Mitchell; Arthur Moore, producer-director of show.

Networks to Take Part In Army Day on April 6

ARMY DAY will be celebrated April 6 for the first time in five years, with all national networks participating, according to Lieut. Col. Lester W. Lindow, chief of the Radio Branch, Army Bureau of Public Relations. Assigned specially to handle the project is Lieut. Col. Jack W. Harris, who formerly handled news and special events at WSM Nashville. Participation by independent stations is being worked out through liaison with the NAB, said Col. Harris.

Theme of the commemoration has not yet been decided, but will definitely not involve a campaign. The Radio Branch is preparing biographical material on divisions serving in every theatre, and it is hoped that approval may be obtained to make the material available upon request to all stations for background and reference.

UK Foreign Time

BBC has yet to show its hand in the matter of foreign language broadcasts, although the war's end was expected to bring a sharp reduction. At the first of the year 119 transmitters broadcast daily in 42 languages for a total of 102 hours per day contrasted to the years of 1939 and 1940 when 19 transmitters were heard in 10 languages 34 hours a day.

CFJM Change

CFJM are new call letters of CFBR Brockville, Ont., which recently changed ownership [BROADCASTING, Oct. 29]. New owner is Jack Murray, Toronto, radio producer and advertising agency president, who bought station from J. C. Whitby. Ross Wright of Jack Murray Ltd., Toronto, recently discharged from the RCAF, is to be manager of the station.

Post Radio Page

NEW YORK POST is scheduled to start a daily radio page in about two months. Paul Denis is slated to take over the radio editorship.

KICD Revamps Staff Under New Ownership

KICD Spencer, Iowa, has reshuffled its staff following station's recent change of control. Ben. B. Sanders, formerly of WNOX Knoxville and now KICD president and general manager, announced last week that Mrs. Leota Alt has been retained as assistant station manager and Mason Dixon, from WNOX and more recently with Armed Forces Radio Service in the Pacific, has joined KICD as program director. Announcing staff now comprises Wayne Ross as chief, Lee Gordon, Gene Ellston and Thomas Mull. Traffic department is Betty Buum; Coyla Chaney handles continuity; and Lynn Peterson, promotion. New sales staff includes George Schossow and Mrs. Mary Burg.

New Estherville, Iowa, studios of KICD were opened Feb. 17 with Mrs. Margaret Kelly, former Wave, as manager, assisted by Fred Nissen, also a recent dischargee.

Farnsworth Stock Offer

FARNSWORTH Television & Radio Corp. has applied to SEC in Philadelphia for an amendment to its registration statement giving the offering price on 219,571 shares of common at $12 per share. Offering is to holders of outstanding common and to holders of certain options at rate of one share of new common for each seven shares now held or under option.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

•

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

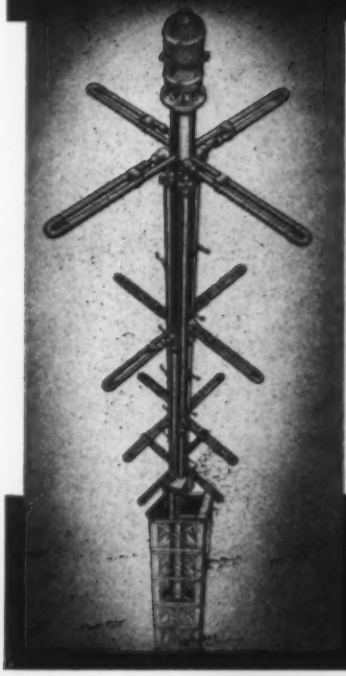
WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

At Long Last!

A FOLDED DIPOLE TURNSTILE F.M. ANTENNA



By WINCHARGER

1—VERY BROAD BAND — incorporates features of ordinary turnstile with vast improvement of FOLDED DIPOLE principle.

2—PROVED by 4 years actual service in leading 50 K.W. station.

3—FACTORY PRETUNED—no field adjustment.

4—LARGE SAFETY FACTOR

5—DESIGNED by high frequency and Radar antenna engineers of Zenith Radio Corporation.

6—COMPLETE "PACKAGE" — one company supplies everything — And No Extras to Buy.

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Antenna Tower Dept.

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TONIGHT WE LOVE

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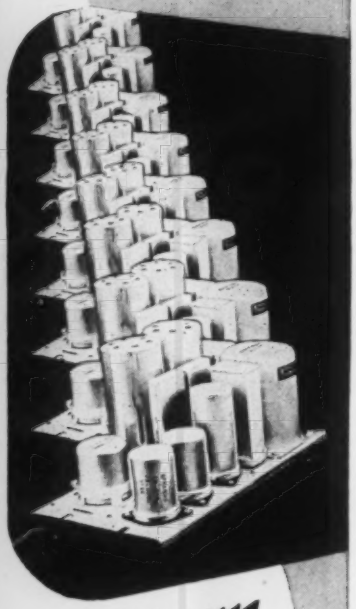
BROADCAST MUSIC, INC.

580 Fifth Ave., New York 19, N.Y.

HERE THEY COME!



Western Electric

120B INPUT AMPLIFIERS ARE IN PRODUCTION

Broadcasters will welcome the 120B input amplifier. A two stage booster or premixing speech input amplifier, the 120B has a frequency response over the range of 30 to 15,000 cycles uniform within ± 1 db variation.

High in quality, compact in size, the 120B makes a logical starting point for your speech input system—and it's TOPS for FM.

In addition to the 120B, these other Western Electric Speech Input Amplifiers are now in production: 1126B, 121A, 129A, 130A, 131A, 132A, 133A, 124A, E, F and G. Discuss *your* needs with Graybar now.

Order Yours NOW!

Distributed by Graybar

Allocation Given To British Radar

Aviation Marker System Put On 216-231 Mc Band

UNDER TERMS of an agreement between the United States and the British Commonwealth, a British aviation radar marker system will be allocated 216-231 mc until Jan. 1, 1949 [CLOSED CIRCUIT, Feb. 11].

Announced last week by the State Dept. and the British, the agreement provides that the aviation marker service move to the 1,000-mc band after equipment becomes available, but not later than Jan. 1, 1949. Exact portion of the 1,000-mc band to be selected for the permanent service will be determined by the United States and British no later than Jan. 1, 1947.

In the meantime, the aviation radar marker service will be allocated in the 216-231 mc band on a shared basis with present services. Under United States allocations government services are assigned to 216-220 mc; amateurs to 220-225; and government (military) to 225-328.6 mc, with adequate channels reserved for civil aviation.

In a readjustment of frequencies in the United States by the Interdepartment Radio Advisory Committee, amateurs will move to the 235-240 mc band in lieu of the 220-225 mc portion. Government services at 216-20 mc, should they interfere with the aviation markers, will be moved to 231-235 mc, to be made available by the Army and Navy.

During late January and early February demonstrations on both the 200-mc and 1,000-mc bands were conducted at Andrews Field, Washington, for radio distance indicators for aircraft. As a result of the demonstration, the British Commonwealth agreed to use the 1,000-mc band but it was learned that 1,000-mc equipment will not be ready in quantity until the summer of 1947. Consequently, the interim agreement was reached on the 216-231 mc band.

Video Channels Intact

Through the agreement the United States was able to retain its television channels 198-216 mc. The British Commonwealth at Bermuda had proposed to use the band, 200-225 mc for aviation radar markers. During the war Canada, the United Kingdom and Australia developed aviation markers in the 200-mc band and Canada was ready to go ahead with manufacture of necessary equipment [BROADCASTING, Sept. 3]. The United States used the 1,000-mc region.

The agreement, known as the "Arrangement Between the United States of America and the British Commonwealth and Empire Concerning Radio Distance Indicators" was signed Feb. 7, leaving open the exact 15 mc which would be made available for the marker service, but indicating it would fall between 216-235 mc. Signing for Britain was Sir Robert Watson-Watt. United States signatories were Cecil G. Harrison, Telecommunications Division, State Dept.; Maj. Gen. Harold M. McClelland, Army Air Communications Officer; Admiral E. E. Stone, chief, Naval Communications; Commodore E. M. Webster, chief, United States Coast Guard Communications; L. H. Simson, Civil Aeronautics Administration; Commdr. Paul D. Miles, chief, Frequency Allocation Section, FCC.

SAN FRANCISCO arrival of Gen. Walter Krueger, Sixth Army commander, was covered by KTSA San Antonio. Bob Holleron (right) special events man, and Engineer Bob Hopper flew to San Francisco, made wire recording which was flown back before homecoming fete for general. Mr. Holleron returned to San Antonio in Gen. Krueger's air convoy and covered homecoming.

Gale Converts Hollywood Theatre For Broadcasts

WITH BROADCAST studio space at a premium, Film City Theatre section of Hollywood (Cal.) Women's Club building at 7080 Hollywood Blvd. has been taken over by George Gale, producer, on a ten year lease and will be converted into an audience radio studio. House is to be remodelled and equipped for any type broadcast, seating 947 persons. Re-named Radio Arts Theatre, it includes three small non-audience studios.

With networks badly cramped for studio space, Gale plans to rush remodelling to accommodate several transcontinental Hollywood originating shows ready and waiting to use facilities. ABC recently made deal for audience studio at 6000 Sunset Radio Center, and has several programs originating from that building weekly.

FM GIVEN BOOST BY GEN. FRANK STONER

FM BROADCASTING came in for a prophetic boost by General Frank E. Stoner, Assistant Chief Signal Officer of the Army, last Wednesday night in a speech to the American Signal Corps Assn. in New York. "I have heard experimental broadcast programs utilizing frequency modulation, and I am convinced by the quality of reception that this development is going to have a revolutionary effect on the broadcast industry," he said.

"Frequency modulated radio, given a full dress rehearsal by the Signal Corps, obtained an impetus during the war which might not have been acquired in many years of normal peacetime development," General Stoner declared. "After considerable research and experimentation, we used it effectively for static free communication between tanks and other mechanized combat units."

President of the Assn. is Col. George P. Dixon, Signal Corps, Retired, now vice president of IT&T.

Latham With Lamb

APPOINTMENT OF John R. Latham as national sales manager of Herb Lamb Productions has been announced by Mr. Lamb, company president, who simultaneously revealed opening of a New York office for distribution of the concern's film. A former president of American Cigarette and Cigar Co., Mr. Latham also has been in the radio department of Young & Rubicam, assistant sales manager of Mutual, vice-president of Roy S. Durstine Inc., and with the OWI Domestic Branch in Washington.

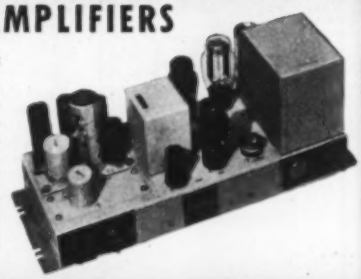
Mr. Latham

APPEAL on behalf of American Cancer Society in its current fund-raising campaign has been transcribed by John J. Anthony, Mutual human relations counsellor ((Mon.-Fri. 1:45-2 p.m.). Transcriptions will be distributed to stations for April broadcasts.

Worthy of an Engineer's Careful Consideration

THE 108 SERIES AMPLIFIERS

The 108 Series Amplifiers consist of Types A, B, C and D. The "A" is designed to be employed as a high-power monitoring amplifier and has a bridging and 600 ohm input; the "B" is a high-gain amplifier designed to operate from a source impedance of 30 or 250 ohms; the "C" is a combination of the "A" and the "B"; and the "D" supplies two high-gain input stages as described for the 108-B.



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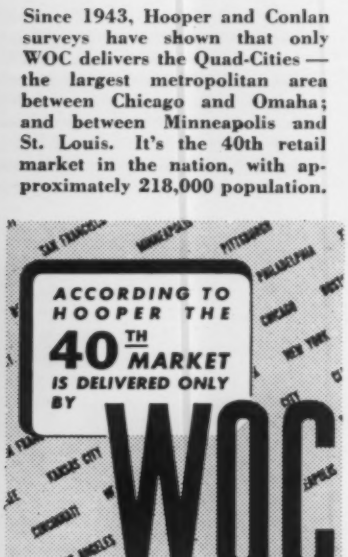
LUDENS, INC.
buys WOC for the
QUAD Cities
(DAVENPORT, ROCK ISLAND
MOLINE, E. MOLINE)

Since 1943, Hooper and Conlan surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.



DAVENPORT, IOWA
B. J. PALMER, President
BURYL LOTTRIDGE, Manager
BASIC AMERICAN NETWORK
5000 WATTS—1420 Kc.
FREE & PETERS, INC., National Representatives

Walker to Be Honored At Oklahoma Sessions

FCC COMR. PAUL WALKER will be awarded a bronze plaque by Oklahoma members of the Assn. for Education by Radio during the Annual Radio Conference at U. of Oklahoma March 7-8.

In announcing the award, Dr. Sherman P. Lawton, local AER member and coordinator of radio at the University said: "The award will commemorate Comr. Walker's outstanding contribution to radio communications and the honor he has brought to the state during his distinguished career as a public servant." Prior to his FCC appointment, Comr. Walker was a member of the Oklahoma Corporation Commission.

In addition to the March 7-8 dates at the U. of Oklahoma, the Conference will meet March 9-10 at the Biltmore Hotel, Oklahoma City. AER is sponsor while the University and radio stations in the area will serve as hosts.

BBC Video Site

SNAEFELL, a 2,000 foot mountain peak, situated on the Isle of Man off the coast of England is under consideration as a site for a BBC television relay point to Scotland, northern Ireland and northern England. Tests from this point have indicated that its signal has been received 140 miles away.

NAB District Meetings

11th District (Minn., N. D., S. D., Wis., Mich., in part), Hotel Radisson, Minneapolis, March 18-19.
8th District (Mich. exc. 2 cos., Ind.), Pantlind Hotel, Grand Rapids, March 21-22.
9th District (Ill., Wis. in part), March 25-26, Palmer House, Chicago.
7th District (Ky., O.), Hotel Gibson, Cincinnati, March 28-29.
4th District (D. C., N. C., S. C., Va., W. Va.), Cavalier Hotel, Virginia Beach, Va., April 11-12.
2d District (N Y., N. J.), Roosevelt Hotel, New York, April 25-26.
5th District (Ala., Fla., Ga., Puerto Rico), San Carlos Hotel, Pensacola, Fla., April 29-30.
1st District (Conn., Me., Mass., N. H., R. I., Vt.), Hotel Statler, Boston, May 13-14.
3d District (Del., Pa., Md.), Bellevue-Stratford Hotel, Philadelphia, May 16-17.

Education Meet

THIRD ANNUAL MEETING of the Canadian National Advisory Council on School Broadcasting is to be held at the Royal York Hotel, Toronto, March 14-16, with representatives of the education departments of nine Canadian provinces and the CBC attending. Guest speaker March 16 will be Dr. William B. Levenson, WBOE Cleveland, who will talk on "Directing an FM Educational Radio Station." Attending from CBC will be R. S. Lambert, supervisor of educational broadcasting; O. Wilson, assistant director; and Kaye Stephenson, producer of CBC school broadcasts. Chairman will be Dr. R. C. Wallace, Queen's U., Kingston, Ont.

Bakery Firm Buys

INTERSTATE BAKERIES, Los Angeles, Feb. 25 started sponsoring thrice-weekly half-hour *The Cisco Kid* on seven Don Lee California stations, Mon.-Wed.-Fri. 7:30-8 p.m. (PST). Based on adventures of O. Henry's legendary character, series replaces former *Lone Ranger* program. Placement is through Dan B. Miner Co., Los Angeles. Kilpatrick Marvel Bakery, San Francisco, sponsors the thrice-weekly network series on two Don Lee California stations (KFRC KDON), with placement through Emil Reinhardt Adv., Oakland. Contracts are for 52 weeks.

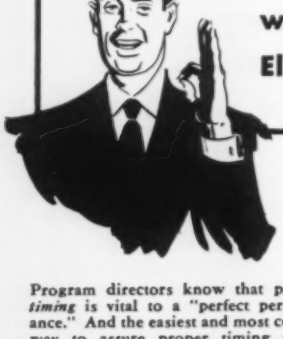
Stromberg Video

ENGINEERING on Stromberg-Carlson Co.'s first postwar television receiver is being completed and the set will be placed on the market before the end of the year, Dr. Ray H. Manson, president of the company, announced last week. A 10-inch direct viewing type with 27 tubes, the set will be available in both table and floor or console models. Retail price is not set.

Refresher Course

ADVERTISING and selling refresher course for veterans starts March 12. Tuesdays and Thursdays, at Ninth Regiment Armory in New York. Courses are made available by the educational committee of The Advertising Club of New York, through facilities of Veterans Guidance in Advertising and Selling.

If you want a
"PERFECT PERFORMANCE"
Time your rehearsals
with a THOMPSON
Electric Stop-Timer...



Program directors know that proper *timing* is vital to a "perfect performance." And the easiest and most certain way to assure proper timing while you're "on the air" is to time your rehearsals to the split-second with a Thompson Electric Stop-Timer.

The Thompson Stop-Timer is accurate to 1/5 second. Its large 3" dial is readily visible from a distance, so it's far more practical for radio work than a stop-watch. Easily operated, it starts, stops, and resets with three buttons placed close together. Operates on 110-volt AC, 50 or 60 cycles. This Thompson precision Stop-Timer can be relied on for years of accurate timing work. Write for prices.

For broadcasting studios, program directors, script writers, radio schools.

H. C. THOMPSON CLOCK CO.
33 FEDERAL STREET, BRISTOL, CONNECTICUT
MAKERS OF THE PRECISION MOVEMENTS FOR WESTERN UNION CLOCKS

An All-Time Favorite
PAPER DOLL
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EDWARD B. MARKS MUSIC CORP.
Performance Rights
Licensed Through
BMI
BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

Chiseling

(*Continued from page 22*)

lution denouncing "free use of broadcast facilities under various guises."

Win Nathanson, president of Tom Fizdale Inc., wrote the NAB Feb. 25 that in many cases local stations have sold the contest to sponsors.

Another project in the same category was revealed in a letter to the NAB by a member station. It involves a "record of a comedy sketch" prepared as a part of the "educational campaign of the Electric Fan Section of NEMA (National Electrical Mfrs. Assn.) to give the public some idea of the varied uses of fans."

Recording was submitted by "Alexander Hazard Williams and Justin R. Weddell, 130 E. 67th St., New York." Their letter to the station said: "Our purpose in sending it to you is: (1) entertainment, (2) service to the public, (3) service to the electrical equipment dealers in your city.

"The making of this record has been an experiment and we have picked stations all over the country (of which you are one) to try it out. If you can find a spot, we would like to have your reaction to it and the reaction of the radio audience, which data will be of great assistance to us in slanting and scheduling our campaign. After you are through with the record, will you please return it to the Empire Broadcasting Corp., 480 Lexington Ave., New York 17, N. Y.?"

At NAB it was pointed out that manufacturers of electric fans are financially able to advertise in the usual way, without attempting to purloin free publicity.

Book Offer

Two typical per-inquiry campaigns brought to the NAB's attention by stations are those of Redfield-Johnstone, New York agency, on behalf of a book called *The Veterans' Best Opportunities*, and Rocklin Irving & Associates, Chicago agency, promoting sale of a low-price camera and film.

The Redfield-Johnstone agency agreed to give the station $1.06 ($1.25 on each $2.50 book less 15% to the agency) "on all books sold as a result of your broadcasting." Its proposal added: "You are offered the opportunity to perform a public service and cash in on your endeavors at the same time by advertising this book, which is needed not only by veterans but by all those who must seek out their career and best opportunity in this new era."

In a letter to the agency, Hugh M. Higgins, an assistant director of the NAB Dept. of Broadcast Advertising, wrote LeGrand L. Redfield, chairman of the board of Redfield-Johnstone:

"The radio industry's generous contributions of money, time and talent during the war and during campaigns in the public interest are well and favorably known. Because they are a matter of record, radio does not have to prove itself here. Furthermore, since radio operates in the public interest, and not in the 'public service' as a public utility does, the phrase itself is no more applicable to this case than is the disparaging implication it makes."

The Rocklin Irving & Associates campaign offers stations 85 cents net for each order received on the $3.95 Streamlined Candid Camera, with customers offered a chance to buy all the film they want at 27 cents a roll with camera orders. The agency cited examples of money collected by stations using the per-inquiry campaign.

'Something New'

"There IS something new under the sun!" writes Allan Miller Agency, Suite 308 Bell Bldg., Toledo 2, in a new proposition that would put stations in the business of dispensing Dentral, a "liquid plastic reliner for loose false teeth."

Agency makes this proposition: "This agency offers Dentral to your station as a 'per inquiry' proposition. It sells for $2 on a positive money back guarantee. For every order received through your station this agency will pay you $50.

"The Dentral spots come to you transcribed and it is suggested that at least three (3) spots per day be run, particularly early in the morning. Now, we all have had experience with various types of 'per inquiry' deals and this agency would be very reluctant to offer such a deal to any station for consideration were it not 'tried and true'.

"You will find that running of three spots per day on Dentral will produce amazing results! The Dentral pressings are now available and running them will prove to be a real moneymaker for your station."

Mr. Miller, in a letter to the NAB Feb. 25, said: "This particular deal offering the product Dentral for broadcast purposes to stations on a 'per inquiry' deal was arranged without my approval. Please be advised that as of this date Dentral has contracted with us to buy time on a regular basis on the series of stations we have mutually agreed upon."

The Winnah!

WINNER of the Grand National Prize—a Piper Cub plane—in the Jack Armstrong Wheaties Contest is Sylvia Kay Tanner, 10-year-old daughter of Gene Tanner, commercial manager of WSIX Nashville. General Mills, sponsors of the contest, hasn't yet divulged the name, but of the three entries Kay submitted, her favorite is "Spin-up Girl."

Made for the job

A compass is designed to do its particular job—quickly and properly. In radio there are many programs designed to do a job . . . but outstanding, of course, is **Fulton Lewis jr.**—"America's No. 1 Cooperative Program." Time buyers who are sponsoring Lewis on 184 stations, recognize in him a real "sales tool" that builds audiences and creates sales.

A few choice cities are available at once. Please write, phone or wire to—

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18, N. Y.

LIQUOR AD BANNED, CFRB PLANS APPEAL

INTERPRETATION of a Canadian radio regulation stating "in any program no one shall advertise wine or beer . . . except in province of Quebec" has resulted in Canadian Broadcasting Corp. stopping sponsorship of a new public service program *Ontario Holiday* on CFRB Toronto. Program went on the air three times, Feb. 14-16, sponsored by John Labatt Ltd., London, Ont.

No mention of beer or brewery was made, only sponsor's firm name was given, after due consultation with legal counsel, the Ontario Liquor Control Authority, and the Canadian Department of National Revenue. Sponsorship was not permitted by CBC, and it is understood that CFRB will take the matter up with the CBC board of governors at its next meeting at Ottawa on March 20. Meanwhile program is being carried as a sustaining public service thrice weekly by CFRB.

Real Estate Discs

SERIES of four transcriptions on the housing situation will be distributed to local real estate boards by the National Assn. of Real Estate Boards, with suggestion that they be placed on local stations on a sponsored basis.

Agreement

(*Continued from page 32*)

American Radio Office not later than March 1, 1947.

D. Communicate to the other governments through the Inter-American Radio Office, before June 1, 1947, after consideration of this joint report, their proposals for the Third North American Regional Broadcasting Conference.

ARTICLE XIV: The preparation and circulation of the agenda for the Third North American Regional Broadcasting Conference not later than Aug. 1, 1947, shall be the responsibility of the Inter-American Radio Office.

ARTICLE XV: The Government of Canada shall be in charge of the organization and convocation of the Third North American Regional Broadcasting Conference, which shall be held in Canada on or about Sept. 15, 1947.

ARTICLE XVI: This Interim Agreement shall be considered in connection with the provisions of the North American Regional Broadcasting Agreement, Habana, 1937, but in case of conflict the terms of this Interim Agreement shall prevail.

ARTICLE XVII: This Interim Agreement shall be in force for a period of three years commencing March 29, 1946, unless before its expiration there shall be signed and ratified a new North American Regional Broadcasting Agreement.

ARTICLE XVIII: This Interim Agreement shall remain open for signature by the Government of the Republic of Haiti, a signatory to the North American Regional Broadcasting Agreement, Habana, 1937.

In witness whereof the respective representatives have signed this Interim Agreement in duplicate, one in English and one in Spanish, each of which shall remain deposited in the archives of the Government of Cuba and a certified copy of each of which shall be forwarded to each Government.

Done at Washington, this 25th day of February 1946.

FOR THE GOVERNMENT OF CANADA:
F. H. Soward
G. C. W. Browne
FOR THE GOVERNMENT OF CUBA:
Carlos Maristany
L. Machado
Nicholas Mendoza
FOR THE GOVERNMENT OF THE DOMINICAN REPUBLIC:
J. R. Rodriquez
FOR HIS MAJESTY'S GOVERNMENT IN THE UNITED KINGDOM IN RESPECT OF THE BAHAMA ISLANDS:
A. D. Hodgson
FOR HIS MAJESTY'S GOVERNMENT IN THE UNITED KINGDOM AND THE GOVERNMENT OF NEWFOUNDLAND IN RESPECT OF NEWFOUNDLAND:
H. J. Clarke
FOR THE GOVERNMENT OF THE UNITED MEXICAN STATES: With reservation in regard to Article XII:
R. Avila Camacho
FOR THE GOVERNMENT OF THE UNITED STATES OF AMERICA:
Ewell K. Jett
Harvey B. Otterman
FOR THE GOVERNMENT OF THE REPUBLIC OF HAITI:

INTERIM AGREEMENT—ANNEX 1

(Use by Cuba of Clear Channels)

Cuba may operate Class II unlimited time stations on the following clear channels assigned to Class I-A stations in other countries, subject to the conditions of operation, power and limitations hereinafter specified:

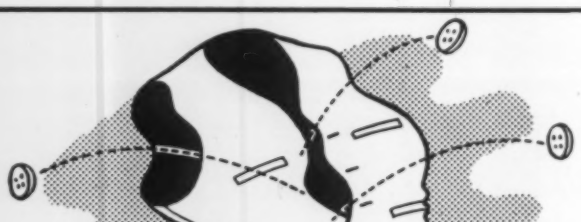
Frequency (kc)	Location	Maximum Power at Night	Type of Antenna	Limitation to Specified Contour or Maximum Radiation (mv/m unattenuated field at one mile) in Direction Indicated
640 (U. S.)	Province of Habana	25 kw	Directional	225—Los Angeles, California. See* 392—U. S. Class II Stations. 500—St. John's, Newfoundland. The interfering signal at this station's 0.025 mv/m 50% sky wave contour shall not exceed 0.025 mv/m 10% of the time.
670 (U. S.)	Province of Oriente	1 kw	Directional	45—Chicago, Illinois. See*
690 (Canada)	Province of Habana	25 kw	Directional	Signal at Canadian Border shall not exceed 0.039 mv/m 10% of the time. Maximum limitation 2.5 mv/m to XEN.
730 (Mexico)	Province of Oriente	10 kw	Directional	175—Cabo Catoche, Quintana Roo. See† Maximum limitation to CKAC Montreal, Quebec 2.5 mv/m ground wave contour.
740 (Canada)	Province of Habana	10 kw	Directional	Signal at Canadian Border shall not exceed 0.050 mv/m 10% of the time, Maximum limitation to KTRH at Houston, Texas 2.25 ground wave contour.
800 (Mexico)	Province of Oriente	250 w	Non-Directional	75—Cabo Catoche, Quintana Roo. See† Maximum limitation of 2.5 mv/m ground wave contour of CHRC Quebec, Quebec; CJAD, Montreal, Quebec; CKLW, Windsor, Ontario; CHAB, Moose Jaw, Saskatchewan.
830 (U. S.)	Province of Habana	1 kw	Directional	42—Minneapolis, Minnesota. See*
850 (U. S.)	Province of Oriente	2 kw	Non-Directional	200—Denver, Colorado. See*
860 (Canada)	Province of Habana	15 kw	Directional	Signal at Canadian Border shall not exceed 0.030 mv/m 10% of the time.
890 (U. S.)	Province of Camaguey	1 kw	Directional	35—Chicago, Illinois. See*

*The interfering signal shall not exceed 0.025 mv/m 10% of the time at night at the present 0.4 mv/m 50% contour of the respective U. S. Class I-A stations.

†In any case, in order to prevent objectionable interference, the station at Holguin must reduce radiation so as not to exceed 10% of the time, one twentieth of the signal of XEX at any point in Mexico.

‡In any case, in order to prevent objectionable interference, the station at Oriente must reduce radiation so as not to exceed 10% of the time, one twentieth of the signal of XELO at any point in Mexico.

(*Continued on page 71*)



WE'RE BURSTING WITH PRIDE!

Over WSGN's Superior Coverage

This predominant fact assures sponsors their advertising story will be heard by the greater majority of Alabama's daytime listeners. Figures prove selling messages on WSGN effectively reach 56 of 67 counties in the state, augmented by numerous communities in neighboring states of Tennessee, Georgia and Mississippi.

Representatives of a Prospering Market

WSGN

THE BIRMINGHAM NEWS-AGE-HERALD STATION

Represented Nationally by Headley-Reed

New Executive Officers Are Appointed by WCAU

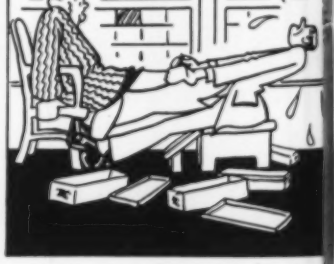
JOSEPH L. TINNEY, with WCAU Philadelphia since September 1945, has been elected executive vice president of the station, according to Dr. Leon Levy, WCAU president. Named to new post at station annual meeting, Mr. Tinney for six years had been with the Navy and was retired to inactive status as commander. His last assignment in service had been as public information officer on the staff of the commandant of the 4th Naval District.

Stan Lee Broza, with WCAU for 21 years, was elected vice president in charge of programs, and Alexander Rosenman, another 20-year WCAU veteran, was elected vice president in charge of sales. New treasurer is Philip J. Sharkey, with station since 1941. Dr. Levy remains as president and I. D. Levy continues as chairman of the board.

Mr. Tinney will relieve Dr. Levy of detailed administration of the station enabling the latter to devote more time to construction of new WCAU Radio and Television Center in Philadelphia.

CBC Tenth Birthday

CANADIAN BROADCASTING CORP. is making preparation to mark its tenth anniversary next Nov. 1, with suitable programs and review of its achievements in the 10 years it has been in operation and has grown to operate two daily networks with co-operation of privately owned stations, and has built a number of 50 kw stations across Canada.



"Those shoes you advertised over WFDF Flint are such a perfect fit—I do hope you can get them off so I can take them with me."

INTERIM AGREEMENT—ANNEX 2

(Use by Cuba of Special Class II Stations on Regional Channels)

In addition to others specified in Table V, Appendix I of the North American Regional Broadcasting Agreement, Cuba may operate Special Class II stations on the following Regional Channels, subject to the conditions of operation, power and limitations hereinafter specified:

Frequency (kc)	Location	Maximum Power at Night	Type of Antenna	Maximum Limitations to Class III Stations to the Contour Indicated Below		
590	Province of Habana	25 kw	Directional	Uniontown, Pa.	(WMBS)	1.6 mv/m
				Austin, Texas	(KTBC)	3.0 mv/m
				Kalamazoo, Mich.	(WKZO)	1.12 mv/m
				Omaha, Neb.	(WOW)	1.0 mv/m
				Boston, Mass.	(WEEI)	1.0 mv/m
				Mexico, D. F.	(XEPH)	1.83 mv/m
600	Province of Oriente	10 kw	Directional	Winston Salem, N. C.	(WSJS)	1.7 mv/m
				Memphis, Tenn.	(WREC)	0.9 mv/m
				Baltimore, Md.	(WCAO)	1.0 mv/m
				Bridgeport, Conn.	(WICC)	1.0 mv/m
				Merida, Yucatan	(XEZ)	1.8 mv/m
630	Province of Santa Clara	25 kw	Directional	Washington, D. C.	(WMAL)	1.0 mv/m
				St. Louis, Mo.	(KXOK)	1.04 mv/m
				Providence, R. I.	(WPRO)	1.0 mv/m
				Monterrey, Nuevo Leon	(XEFB)	2.5 mv/m
790	Province of Habana	2 kw	Non-Directional	Memphis, Tenn.	(WMC)	1.6 mv/m
				Norfolk, Va.	(WTAR)	1.4 mv/m
				Mexico, D. F.	(XERC)	1.0 mv/m
		10 kw	Directional			
910*	Province of Habana	10 kw	Directional	Richmond, Va.	(WRNL)	2.35 mv/m
				Johnson City, Tenn.	(WJHL)	3.48 mv/m
				Meridian, Miss.	(WCOC)	5.60 mv/m
920	Province of Camaguey	10 kw	Directional	Providence, R. I.	(WJAR)	1.0 mv/m
				Fairmont, W. Va.	(WMMN)	1.1 mv/m
				Atlanta, Ga.	(WGST)	2.4 mv/m
				Little Rock, Ark.	(KARK)	1.0 mv/m
				Hermosillo, Sonora	(XEBH)	1.0 mv/m
950	Province of Habana	2 kw	Non-Directional	Houston, Texas	(KPRC)	1.7 mv/m
				Spartanburg, S. C.	(WSPA)	2.5 mv/m
				Ciudad Trujillo, D. R.	(HIX)	2.4 mv/m
		10 kw	Directional			
960	Province of Camaguey	2 kw	Non-Directional	Roanoke, Va.	(WDBJ)	1.2 mv/m
				Birmingham, Ala.	(WBRC)	1.6 mv/m
				Nuevo Laredo, Tamaulipas	(XEFE)	1.0 mv/m
		10 kw	Directional	Veracruz, Veracruz	(XEU)	1.0 mv/m

*Cuba agrees to make every effort to reduce as much as possible the interference to the three above U. S. Class III stations using this Regional Channel.

INTERIM AGREEMENT—ANNEX 3

North American Regional Broadcasting Engineering Committee

A. The members of this committee shall be appointed by their respective governments under such circumstances and for such periods as each may decide. The first meeting of the committee shall be convened before June 1, 1946 by the member appointed by the United States of America for the purpose of electing a chairman, and of adopting rules of practice and procedure to be followed in the performance of the functions hereinafter set forth. These rules shall include detailed requirements as to the methods of measurements, and other matters of importance to the committee. The rules will be distributed to all interested governments.

B. This Committee shall, whenever a request is made by any signatory or adherent to this Agreement, perform the following duties:

1. Inspect new installations or changes in existing facilities prior to regular operation to insure that adequate provision is made to prevent radiation toward other countries in excess of the acceptable maximum.

2. Investigate whenever observed interference indicates the possibility of maladjustments of radio transmitting equipment, and recommend adjustments or modification to insure that the specified radiation in pertinent directions is not exceeded.

3. Investigate whenever observed interference indicates the possibility of other maladjustments of transmitting equipment resulting in objectionable interference from causes such as excessive frequency deviation, excessive modulation, spurious emissions, or other causes and to recommend all necessary adjustments or modifications to eliminate such interference.

C. Upon receipt of a notification for construction of a new station or changes in facilities of an existing station in another country, any government receiving such notice may request that prior to regular operation there shall be an inspection by the North American Regional Broadcasting Engineering Committee. As construction nears completion, but prior to operation, the government of the country in which the station is located shall notify the government of the country requesting the inspection that the installation is ready for inspection. The representatives of these governments on the Engineering Committee will then make immediate arrangements for inspection of the facilities.

D. When any Government signatory or adhering to this Agreement has reason to believe that interference in excess of that permitted by this Agreement is being caused to any station located in that country as a result of the operation of a station located in another country signatory or adhering to this Agreement, such Government shall notify its representative on the North American Regional Broadcasting Engineering Committee and the Government of the country in which the alleged interfering station is located that it has reason to believe that excessive interference is being caused and shall state the general character of such interference. On receipt of the notice, the government to which it is addressed will refer the same to its committee member. Within ten days the interested committee members shall meet at the location of the alleged interfering station and make such measurements as appear necessary to determine material facts upon the issues raised in the complaint.

E. In the event the government requesting an inspection or investigation or the government of a country in which an inspection or investigation is requested does not have a representative on the North American Regional Broadcasting Engineering Committee, such government shall designate a committee representative to serve for the particular case. In any case where neither government is represented on the standing committee, both shall designate committee representatives for that purpose.

F. In making field intensity measurements or inspections, committee members shall be governed by the standards of good engineering practice accepted by the Committee.

G. Each committee member shall be individually provided by his Government with appropriate items of radio measuring equipment or apparatus properly calibrated in accordance with mutually acceptable standards.

H. Where examination shows that the construction referred to in Paragraph "C" hereof is in accordance with the notification, and that provisions have been made for protection in accordance with the notification, the Committee will so report to the Government of the country in which the station is located and at the same time communicate a copy of such report to the government or governments requesting the examination. Where the examination indicates that the construction is not in accordance with the notification, or that provisions have not been made for protection in accordance with the notification, the Committee shall make such report to the governments together with recommendations as to changes of construction, modification, or adjustments of circuits necessary to comply fully with the notification.

I. Where measurements are made following a complaint by a signatory or adhering Government, the results of such measurements with recommendations of the Committee members shall be communicated forthwith to the interested Governments.

J. Upon receipt of a report that inspection of facilities shows that adequate provisions have not been made to prevent radiations in excess of the accepted maximum with recommendations as to measures necessary for correction, the government of the country in which the facilities are located shall take steps to see that the necessary corrections or adjustments are made prior to operation of the facilities.

K. Upon receipt of a report indicating that interference investigated is, in fact, excessive, the government of the country in which the interfering station is located shall immediately take steps providing for the elimination of such interference. If the interference found by the Committee cannot be eliminated within ten days by adjustments of equipment, the power of the offending station shall be reduced as much as is necessary to eliminate such interference.

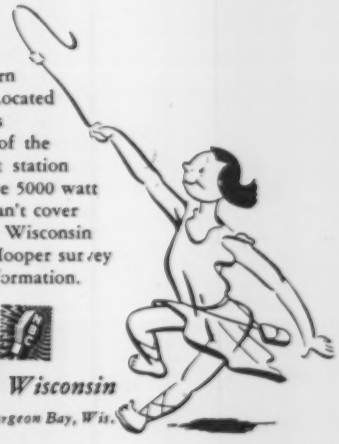
L. Where the committee members of the interested Governments do not agree as to their report or recommendations relating to inspection of new or changed facilities, or upon the investigation of an interference complaint, each committee member shall make a complete report covering all material facts with

(*Continued on page 72*)

WHAT A WALLOP!

. . . in this fertile GREAT LAKES' market

Geographic conditions make WMAM the *only* station plainly heard at all times in Northeastern Wisconsin and Upper Michigan. Located at 570 on the dial (a time buyer's dream), this station delivers one of the strongest signals of any 250 watt station country-wide! You virtually receive 5000 watt coverage at 250 watt rates! You can't cover Upper Michigan or Northeastern Wisconsin with any other one station! Our Hooper survey proves that—send for complete information.



Marinette **WMAM** *Wisconsin*

BRANCH STUDIOS: *Iron Mt., Mich.* • *Sturgeon Bay, Wis.*
JOSEPH MACKIN: *General Manager*

Representatives: Howard A. Wilson Co. • Chicago • New York • San Francisco • Hollywood

5000 WATTS

WORLD'S WIDER MARKET MEMORABLE BETTER BATTLE GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

KFMB
Sells
SAN DIEGO

KFMB sells California's third city from within — offering complete coverage of San Diego's 40% expanded population—94.2% of which is within 15 miles of our antenna.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

Take It Off!

THERE WAS good reason for Varner Paulson, program director of WIP Philadelphia to be wearing that long overcoat in the studio recently while directing a Mutual show originating from his station. He had sat on a newly painted radiator just before the show and his trousers were being cleaned when the program went on the air.

Agreement

(*Continued from page 71*)

respect to the matters under consideration and such recommendations as he may believe proper, transmitting the same immediately to the interested governments. Copies of both reports shall be referred to the full committee. The full committee shall review the case and make such additional investigations as it may deem necessary and then report its findings and recommendations to the governments of the stations concerned in the matter. Upon receipt of such recommendations, the government of the country in which the facilities concerned are located shall take such steps as are necessary to comply with the recommendations of the committee. If the interference found by the committee cannot be eliminated within ten days by adjustments of equipment, the power of the offending station shall be reduced as much as is necessary to eliminate such interference.

WSAZ Moves Quarters

WSAZ Huntington, W. Va., has moved its studios and offices from 929½ Fourth Ave. to 912½ Third Ave., in downtown section.

Brown and Allen Named To Bristol-Myers Posts

Mr. Allen

Mr. Brown

TWO vice presidents, Joseph M. Allen and Robert B. Brown, were announced this week by the Bristol Myers Co. following the appointments by the company's board of directors.

Mr. Allen, a veteran of 25 years with the company, has been assistant vice president in charge of advertising. Since 1925 he has been in charge of Bristol-Myers radio programs and currently serves as a director of BMB and the radio committee of ANA. Mr. Brown, who has been director of advertising and market research, joined the company in 1936, moving up as an assistant vice president three years later. He serves as vice chairman and treasurer of the Co-operative Analysis of Broadcasting.

Finch Ups Brick

MAJ. FRANK R. BRICK Jr., has been appointed assistant to the president of Finch Telecommunications Inc., Passaic, N. J., according to Capt. W. G. H. Finch, USNR, president. Major Brick has been with the company for 10 years and active with the CAP activities during the war.

Maj. Brick

Mountjoy Appointed

APPOINTMENT OF Garrard Mountjoy as vice president in charge of engineering has been announced by Electronic Corp. of America, New York. Mr. Mountjoy, who during the war participated in developmental work on the Loran system of navigation, has been with Lear Inc., RCA License Laboratories and Sparks Withington Co.

Lucky Tiger Discs

LUCKY TIGER Mfg. Co., Kansas City, is planning spot in most major markets, along with newspaper and magazine campaigns. Merritt Owens Adv. Agency, Kansas City, has just been appointed Lucky Tiger agency. All advertising, including transcriptions, will be developed around an animated trademark, "Little Lucky Tiger." Products include Lucky Tiger Hair Tonic, Lucky Tiger with Oil, Lucky Tiger Magic Shampoo, Ointment, Never-Tel Perfumed Deodorant.

PAINLESS PROCESS
WBBM Presents Its Solution To Public Service

J. OREN WEAVER, WBBM Chicago's educational director, has introduced what he calls "painless" public service, or presenting sustaining programs featuring top local talent with the courtesy announcements on behalf of a government agency or local campaign tied in with the show itself.

During Brotherhood Week, Mr. Weaver was able to give frequent plugs to the Brotherhood message without resorting to chain breaks or disturbing the station's schedules.

The talent is employed at a weekly rate anyway, he reasons, so why not make use of it to build public service? Using the argument, "No program without a purpose" WBBM has already received considerable praise from such local institutions as the Red Cross, Chicago parks, U. S. Maritime and nursing recruiting organizations.

Radio in Tangiers

TWO U. S. commercial radio companies, RCA and Mackay, were reported in London this week to have started work on two big radio transmitting stations in the International Zone of Tangier, across from Gibraltar. London communications engineers say the American concerns will be able to relay messages via radio direct from America to Russia and the Middle East without using French relay points at Lyons and Algiers, North Africa. More than 150 American technicians will install the equipment.

Winnipeg FM

WINNIPEG is to have a CBC FM station as soon as FM receivers are available in Canada, according to Davidson Dunton, CBC chairman.

250 Watt Transmitters
READY FOR SHIPMENT Now!

PRICE COMPLETE ONLY $2,500.00
F.O.B. LOS ANGELES
WIRE AT ONCE FOR FULL INFORMATION

KLUGE
ELECTRONICS Inc.
1031 NORTH ALVARADO STREET • LOS ANGELES 26, CALIFORNIA

Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

CBS WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Cr
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

Lea Bill

(Continued from page 15)

Thursday was problematical. While no definite program has been drawn up, it is believed that NAB President Justin Miller wishes to hear expressions of industry sentiment on recent developments. Though the first policy meeting April 8 with AFM President Petrillo [BROADCASTING, Feb. 18] is more than a month away, committee members likely will be sounded for ideas on the strategy to be followed.

Mr. Miller has a chance to hear first-hand accounts of industry music relations during the series of NAB district meetings. Having studied the problem carefully for some five months, he is understood to desire to submit his ideas for review by the station and network executives who are committee members.

Effect of legislative developments on the April policy negotiations with the AFM will be considered, it is believed. The Lea-Vandenberg bill outlaws such Petrillo practices as unnecessary standbys, tributes for recordings and transcriptions, and make-work tactics.

If the House version of Petrillo legislation becomes law, some of the objectionable AFM practices slated to come before the April 8 meeting will be illegal. Even so, many sharp points of issue between the broadcasting and music industries will be considered. Petrillo, for example, wants musicians employed at all network affiliates, based on size of the station. NAB has conducted a survey of musician employment in the industry and preliminary results may be ready for discussion by the committee.

The music committee meeting Thursday may go into the makeup of the negotiating committee that will carry out actual negotiations with an AFM group. About 50 persons representing both sides will participate in the opening meeting April 8. After that, it is believed, actual negotiating will be done by by a group consisting of perhaps three from each industry.

During Senate Education & Labor Committee hearings Thursday on the House-passed Case bill, Sen. Joseph Ball (R-Minn.), declared: "I don't think we can appease these minority groups any longer," adding that he referred to such disputes as "secondary boycotts of the Teamsters Union" and activities of Petrillo's AFM. "I'm not worried about the big fellows like U. S. Steel and General Motors," he said. "They can take care of themselves, but the little employers are at the complete mercy of large unions."

Rep. Richard B. Wigglesworth (R-Mass.), member of the former House Select Committee to Investigate the FCC and author of a bill to force broadcasters to give time to any and all who demanded it, Thursday joined forces with the minority opposition to the Lea-Vandenberg bill. He declared he couldn't support it unless it is amended by the conferees, charging the measure would prohibit legitimate strikes. Rep. Vito Marcantonio (AL-N. Y.) led the opposition fight.

BBC Transcribed Programs Are Being Sponsored on Local Canadian Stations

POPULAR BBC programs are being heard with local sponsorship on several Canadian stations as part of the BBC's goodwill plan within the British Empire. There is no knowledge in Canada, either by BBC officials or by others in the broadcasting industry, of any BBC programs being sponsored or planned to be sponsored by British advertisers [BROADCASTING, Feb. 25].

The BBC programs now heard in Canada, except those carried as network features on a shortwave exchange basis by CBC, have been placed on Canadian stations at request of these stations.

Hal B. Williams, president of Dominion Broadcasting Co., Toronto, has been appointed exclusive distributor of BBC recorded programs in Canada. As BBC is a non-profit organization, Mr. Williams explained there is no profit motive in handling the programs, the BBC expecting no more return from the programs than cost of supplying Canada with them.

Goodwill Basis

Programs are being sent to Canada purely on a goodwill basis to meet requests of listeners who want English entertainment programs in the same way that programs are sent to other parts of the British Commonwealth and Empire and to those countries where British troops are stationed.

The programs are recordings of BBC shows and vary in length from quarter-hour to half-hour, are not tailor-made to fit exacting requirements of usual American or Canadian commercial transcribed shows. They are on 12-inch discs 78 rpm, since 33 rpm equipment is not always available.

Stations and Dominion Broadcasting Co. split handling charges in Canada, and stations are charged usual library fee for use of the programs, can sell them for sponsorship at card rates. CKSF Cornwall, Ont., has used more of the recordings than any other station to date, but CHUM and CKEY Toronto have used some of the programs, and CKTS, new English-language station at Sherbrooke, Que., has arranged to carry a number of the recordings. Other Canadian stations have also requested the programs.

Discs are mailed by BBC to Dominion Broadcasting Co. on request only, Mr. Williams picking out musical, music hall entertainment, mystery and dance band programs from BBC program listings. More programs for a larger number of stations are expected to be handled when the labor and material situation in England eases.

IRE on Radar

COMPUTATIONS which disclosed the maximum range of a radar set were discussed Wednesday evening at a special meeting of the Washington, D. C. section of the Institute of Radio Engineers. Speakers were Kenneth A. Norton, radio engineer assigned to the Office of the Chief Signal Officer, Washington, D. C. and Arthur C. Omberg, chief, research and development division, Bendix Aviation Corp.

A NEW IDEA for SPOT • COMMERCIALS

A contest—with a merchandising "hook" to it. All in forty words. Live or transcribed. Can be used for your retail or "product" accounts. Script upon request.

MAURICE CHESSLER COMPANY
618 MUNSEY BLDG.
BALTIMORE, MD.

An All-Time Favorite

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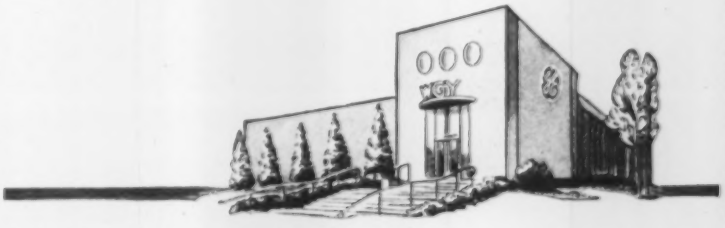
Published by
Peer International Corp.
• • •
Performance Rights Licensed Through
BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.



24 YEARS OF BROADCASTING IN THE PUBLIC INTEREST, CONVENIENCE AND NECESSITY

ON February 20, 1922, the first WGY signal spread through the ether to listeners in the Great Northeast. Today, no other station in central and eastern New York and western New England offers you locally originated programs for so large a listening audience—an audience built by 24 years of fine programming designed for a vast market created by WGY.

And WGY is the ONLY station which can combine all this into ONE coverage area.

WGY

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Represented Nationally by NBC Spot Sales
GENERAL ELECTRIC
WGY-276
Schenectady, New York

For IDAHO ? USE Idaho's Most Powerful Station KID 5000 WATTS Mutual IDAHO FALLS, IDAHO

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Iowa's 99 Counties
(No. 2 Station is "Listened-to-Most" in 11 Counties!)
Write for complete facts!
50,000 Watts · Des Moines
Free & Peters, Representatives

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You can cover Ohio's Third Market at less cost. American Network affiliate.
Ask HEADLEY-REED
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YOUNGSTOWN, OHIO

M.D.
"THE DOCTOR ON THE AIR"
★ Program spots, interviews
★ 5 and 15 minute features
★ Live or transcribed
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247 Park Ave., New York, N. Y.
Wickersham 2-3638

SALES CONFERENCE was held at Federal Telephone & Radio Corp. plants and laboratory at Newark and Nutley, N. J., by broadcast equipment sales engineering organization. First FTR 250 kw AM and 1 and 3 kw FM transmitters off production line were inspected.

Seated (l to r): Harry Harrison (Wis., Minn., Ia.); Lowell White and Hiram McElroy (Fla., Miss., Ala., Ga., N. C., S. C.); Norman E. Wunderlich, radio sales director; Fred Wamble (N. Y. State); Russel Rennaker (Ind.); Edward Sweeney (Va., W. Va., Ky., Tenn., Washington, D. C.).

Standing: A. W. Rhinow, asst. v-p; Rowland Guildford, sales dept.; William Albright (Ill., Mo., Kan.); Robert Freeman and C. J. Harrison, sales dept.; John Chatfield (Tex., Okla., La., Ark., N. M.); Justin Callahan (Me., Vt., Mass., Conn., R. I., N. H.); George Scott (Pa.); William Maynard (Tex., Okla., La., Ark., N. M.); Robert Boyter (Mich., O.); Edward Giguere (N. Y. City, N. J., Del., Md.).

Denny

(*Continued from page 15*)

strengthen renewal procedures and give the Commission a more definite picture of the station's overall operation when licenses come up for renewal," but that he had no views as to what steps should be taken in cases where representations have been completely disregarded.]

The forthcoming report, it is understood, will cover in detail the various questions involved in the determination of a policy to govern renewals.

Lack of Quorum

Stations are placed on temporary renewal for various reasons. Of the approximately 200 on this status, it was learned, about 125 have not had their applications processed because of shortage of personnel.

The heavy volume of work before the Commission and the absence of members from Washington because of field hearings has held up action on several major matters. Inability to assemble a quorum, it is understood, forced postponement of the decision on Washington television cases which former Chairman Porter had intended to have ready by Feb. 15

Last week, at the regular Wednesday meeting of the Commission, it was again necessary, becaue of absence of members, to take actions through a board, which was composed of Acting Chairman Denny, Commissioners Walker and Jett.

Dr. Peatman Elected

DR. JOHN GRAY PEATMAN, associate dean and associate professor of psychology at City College of New York, has been elected president of New York State Association of Applied Psychology for 1946-47. He is president and director of Office of Research which weekly publishes a survey of popular music broadcast by networks. Dr. Peatman is serving this year again as chairman of the committee on national radio awards to be given in connection with CCNY's Annual Convention on Radio and Business, to be held in late April.

New System of Broadcasting Proposed on Multiplex Basis

WARTIME technical developments in multiplexing which make it feasible to broadcast from 20 to 40 programs simultaneously from a single transmitter, or to relay them across the country on a single carrier wave, are used as the basis for a new system of broadcasting, conceived by Wilfred Porter and described by him in a 60-page mimeographed book, "Tailor-Made Broadcasting." Mr. Porter last week mailed copies of his book to members of the FCC and other industry leaders.

Mr. Porter's major thesis is that the adoption of such a system, which he points out can be technically achieved by airborne FM stations or several other methods as well as by multiplexing, would provide an effective panacea for many of the ills of present-day broadcasting. For the listener, it would mean a chance to hear the kind of program he wants when he wants it; the broadcaster would have more channels and hence more time at his disposal, both for commercial and for public service use; advertisers would be enabled to buy special selective audiences as well as the mass audience now offered by the networks; minority groups would have greater opportunity to broadcast their special pleas.

Among the new services Mr. Porter suggests are: "Classified networks" which would broadcast news or classical music or dance music or other programs of a fixed type throughout the complete broadcasting day, so the listener desiring that type of radio fare could always get it by tuning in a particular wavelength; "Repeat networks" to provide each commercial network with a second channel for rebroadcasting the previous day's programs, enabling listeners to pick up programs missed the day before.

A third new service is "Selective networks" which would carry programs having a strong appeal to a limited audience. At present given little time because of their limited appeal, such programs on extra channels would not only find audiences but would be readily salable to sponsors at appropriately lower rates than for the major commercial networks, Mr. Porter believes.

Educational and public service programs might be broadcast on "Government networks." On the local level, in addition to channels for local stations there would be newspaper facsimile channels and possibly local civic channels to be available for community matters.

To operate his system, Mr. Porter proposes that a management corporation be established jointly by networks and stations, with control held equally by network and local station operators, and a third voting interest given to the FCC on a non-ownership basis. "This management corporation," he says. "would obtain licenses from the FCC for the Classified, Selective and Government networks, as for the Repeat networks and clear channels of the commercial chains. It would handle time charges for these channels and render payment to the operators of the multiplex transmitters and relay systems. It would allocate time on these channels equitably among existing network operators and would arrange for sustaining programs on the Classified channels."

Mr. Porter suggests that time for programs be allocated on the basis of a continuous listener survey, with the most popular programs being given the choicest times.

Transfers

(*Continued from page 18*)

exempt the transfer from the Avco plan. The Commission had not reached a decision on this request late last week.

WSLS ownership includes a 20% interest held by Lynchburg Broadcasting Corp., licensee of WLVA Lynchburg, Va., and 10% interests held by Edward A. Allen and Philip P. Allen, respectively president and manager of WLVA.

WALA Sale Expected

Meanwhile, time for submission of competing applications in the proposed $250,000 sale of WMOB Mobile by S. B. Quigley to J. Lindsay and Gilmore N. Nunn, owners of the Nunn stations, was nearing an end, with no other applications. Deadline set by the FCC was 60 days from Jan. 1. At the same time, negotiations were reported in progress looking to the purchase of WALA, the other Mobile station, to undisclosed interests. WALA, owned by Pape Broadcasting Co., operates on 1410 kc with 5 kw fulltime using directional antenna at night. WMOB is on 1230 kc with 250 w fulltime.

Application asking Commission consent to sale of WPAR Parkersburg, W. Va., by Capt. John A. Kennedy, USNR, and Mrs. Kennedy for approximately $307,500 to News Publishing Co. of Wheeling, publisher of the Parkersburg newspapers [BROADCASTING, Jan. 28], was reported by the FCC Thursday. Transfer is expected to follow the Avco plan. WPAR operates on 1450 kc with 250 w.

Two transfer and assignment applications involving no money were reported by the Commission last Monday.

Control of Sioux Falls Broadcast Assn., licensee of KSOO-KELO Sioux Falls, would be transferred from the late Joseph Henkin to Morton H. Henkin and Ruth J. Henkin, executors. Mr. Henkin, who died last Oct. 2, owned 102 of 200 outstanding shares. The executors, as individuals, own 24 shares each.

The licensee has been given until March 25 to dispose of either KSOO or KELO under the FCC's duopoly rules [BROADCASTING, Nov. 19]. KSOO, a limited time station, operates on 1140 kc with 5 kw. KELO operates from 10 a.m. to midnight on 1230 kc with 250 w.

The Commission was asked to approve assignment of license of WCLO Janesville, Wis., from Gazette Printing Co., publisher of the *Janesville Daily Gazette*, to Southern Wisconsin Radio Inc., a subsidiary of the present licensee. Control of Gazette (84.65%) is held by Sidney H. Bliss, Robert W. Bliss, and Rock County Savings & Trust Co., as trustees of the estate of H. H. Bliss. The station is assigned 1230 kc, operating fulltime with 250 w.

Channel Compromises to Cuba Called Regrettable by de Wolf

(*See story on page 17*)

WITH an unmistakable note of disappointment in his voice, Francis Colt de Wolf, chief, Telecommunications Division, Dept. of State, closed the Second North American Regional Broadcasting Conference last Monday by declaring that "it is a source of profound regret" that five U. S. Class I-A clear channels were derogated to meet Cuba's demands.

"It is not a happy thought" that any U. S. channel or station should suffer, he asserted, then added that "two such channels may hereby be adversely affected." He referred to 640 kc, on which Cuba was allowed a 25 kw station in Havana and 890 kc, the frequency of WLS and WENR Chicago, all of which use skywave propagation for widespread rural coverage. Cuba was given a 1 kw station at Camaguey on 890.

"This conference has been a most important one involving as it does interests of industry and the public in the countries concerned, consequently placing upon the delegates and their advisers a heavy responsibility," said Mr. de Wolf.

Col. Avila Camacho, president of the Mexican delegation and Subsecretary of Communications and Public Works for Mexico, in the responding address, said the interim agreement included the "most urgent changes required" and contained the "basis for the negotiations and procedure for the conclusion of a new North American Regional Broadcasting Agreement."

Jett Commended

Col. Avila Camacho predicted improvements in all forms of broadcasting will enable the North American regional nations to draft a much better agreement in 1947 than the old NARBA. He paid tribute to FCC Commissioner E. K. Jett, who, as conference chairman, guided the delegates to "proper solutions to very difficult problems." On behalf of all visiting delegates he thanked the general secretariat, headed by K. Neal McNaughten of the FCC, assisted by Miss Frances W. Simpson of the State Dept. Telecommunications Division.

Mr. de Wolf outlined accomplishments of the conference as follows:

"1. It avoided the negotiation at this time of a new North American Regional Broadcasting Convention which would last for a long period and which was generally considered to be undesirable at present.

"2. The Conference prescribed a course of procedure looking toward the eventual negotiation, two or three years hence, of a new North American Regional Broadcasting Agreement in order that the preparation for the negotiation of that important document might be carried forward in an orderly and efficient manner.

"3. In an effort to avoid confusion and in fact possible chaos in the standard broadcast band through the absence of any North American Regional Agreement after the conclusion of the present Convention on March 28, 1946, provision was made for the continuance in effect of the essential provisions of the existing NARBA including the continued application of the desirable engineering standards of the present Convention. This was accomplished by means of an Interim Agreement carrying forward the terms of the existing NARBA, subject to certain modifications and additions outlined herein.

Unity of Americas

"4. There was maintained the solidarity of the Inter-American front which seems so desirable.

"5. There was set up a North American Regional Engineering Committee, an international body clothed with authority to test the signals of stations, new and old, in the various countries party to the Interim Agreement so that interference might constantly be avoided or corrected.

"6. It would appear that the Interim Agreement will in no wise affect the large number of local broadcasting stations in the United States.

"7. Spokesmen for the regional broadcasting stations have indicated that they will be in a better position under the new Agreement than has previously been the case.

"8. Of the 25 clear channel stations in the United States, 20 have not been adversely affected. Two of the remaining five have stated that, while they are not happy over the outcome in this particular, they would not object to the concessions made on their channels and a third has long since been derogated in this country.

'Teen Town' Contest

FIRST CONTEST conducted exclusively for amateur radio writers under 19 was inaugurated last week by ABC's *Teen Town* (Sat., 9:30 a.m.). A $25 bond will be awarded weekly for comedy scripts three minutes in length. Entries are mailed to Teen Town, ABC, Merchandise Mart, Chicago 54, Ill.

WMOG Power Boost

INCREASE in power from 250 w day and 100 w night to 250 w day and night was authorized by an FCC board last week for WMOG Brunswick, Ga. WMOG operates on 1490 kc.

EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA
WCAX BURLINGTON
VERMONT'S
ONLY CBS
STATION
1000 WATTS • FULL TIME

. . . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!
65 *DIFFERENT*
PROGRAMS DAILY!
WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA

AMERICAN
Broadcasting Co.
FREE & PETERS
Natl. Reps.

audiodisc
Fine transcriptions are recorded on Audiodiscs
AUDIO DEVICES, INC., N. Y. C.

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National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
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HOME OF
FRONTIER DAYS
"THE DADDY
OF 'EM ALL"
AMERICAN NETWORK
REPRESENTED BY RAMBEAU

630
ON THE DIAL
• MORE PEOPLE
LISTEN
• MORE PEOPLE
BUY
CKRC
WINNIPEG – CANADA
"THE DOMINION NETWORK"

GROWING! GROWING!
LOS ANGELES
LONG BEACH
Market
Keeping pace are KGER'S alert programming and public service
★
5000 WATTS—Full Time
KGER
Represented Nationally by
JOSEPH HERSHEY McGILLVRA Inc.
New York Chicago San Francisco

67th Market
TRI-CITIES
ROCK ISLAND - MOLINE
DAVENPORT
Sell this prosperous 200,000 market by using WHBF.
WHBF
BASIC MUTUAL 5KW 1270KC

Spearman

(*Continued from page 17*)

not limit Class III-A stations to a greater extent than to their 2.5 mv/m contours, or Class III-B stations to a greater extent than to their 4 millivolt per meter contours.

It was on this basis that the thinking on behalf of regional stations had to begin. When Cuba demanded the right at the recent Conference to operate stations on eight regional frequencies, in some instances with power greater than 5 kw, the question with which representatives of regional stations was confronted was: Can an agreement be had with Cuba by which that country would commit itself to limiting interfering signals to stations in the United States while operating as Cuba proposed and without increasing interference to regional stations in this country?

Cuban Interference Limited

Representatives of Regional Broadcasters Committee took the position that Cuba should agree to suppress radiation toward any of our stations in the United States in such a way as to limit interference to all such regional stations to the present or to a lower value. The actual limitations specified in the Interim Agreement are such as will so limit interference from Cuban stations. Regional stations in the United States operating on the frequencies involved will experience no greater interference than was permitted under the Havana Treaty or than from Cuban operations under it.

Some have indicated that Cuba might not adhere to her agreements. The effect of this is tantamount to saying that any agreement with Cuba would be worthless. I cannot take this position. Moreover, the Cuban representatives indicated substantial good faith in agreeing to incorporate in the Interim Agreement an annex which establishes an engineering committee to investigate questions of interference and recommend immediate action to eliminate any interference in excess of that permitted by the Agreement.

This is an additional safeguard which was not included in the Havana Treaty. At the insistence of representatives of Regional Broadcasters Committee, time limits were specified to govern the prompt making of investigations and reports by the committee or its members. I am convinced that this is a step in the right direction, and that as a result of its incorporation in the Agreement any excessive interference which may be caused will be eliminated expeditiously.

Assuming, as I must, that the other countries signatory to the Interim Agreement will abide by it in good faith, no regional station in the United States will suffer as a result of the accords reached.

Commissioner E. K. Jett and his colleague, Mr. Harvey Otterman, official delegates of the United States, were faced with a most important and trying task which they had to carry out under adverse conditions. I believe they got the best agreement possible under the circumstances so far as regional stations in the United States might be concerned or affected. The fact is that the final document gives greater protection to regional stations in the United States than I had thought possible.

CBS Affiliates to Ask Licenses For Commercial Color Video

MEMBERS of the CBS Affiliates Advisory Board (l to r): Clyde Coombs, KARM Fresno, Calif.; John M. Rivers, WCSC Charleston, S. C.; I. R. Lounsberry, WKBW Buffalo, chairman of the board; F. C. Eighmey, KGLO Mason City, Ia.; Clyde Rembert, KRLD Dallas; Dr. Peter C. Goldmark (back to camera), CBS director of engineering research and development.

RESOLUTION asking the FCC to authorize commercial licenses for video stations transmitting high-definition color pictures in the ultra-high frequencies was adopted by the Columbia Affiliates Advisory Board at a meeting in New York Feb. 21-22. Action came after the board members had witnessed a demonstration of color television broadcast by the CBS experimental station in New York.

CAAB received a summary of recent FM developments from William C. Lodge, CBS director of general engineering, who described the allocations, applications, construction permits and the status of FM receiver and transmitter production. CBS cooperative programs and plans for their promotion were also presented to the advisory board members.

'More Showmanship'

Second day of the meeting was devoted chiefly to the network's program department, its reorganization and projects. The CAAB unanimously approved the CBS program managers clinics and tentatively agreed on late spring in New York for the next clinic session.

Resolution on television, proposed by John M. Rivers, WCSC Charleston, S. C. follows:

WHEREAS the members of the Columbia Affiliates Advisory Board, as representatives of 145 independently owned broadcasting stations in the United States, have today viewed CBS high-definition full color television in the ultra-high frequencies demonstrated with models of television receivers suitable for the home and a transmitter of commercial design,

WHEREAS this demonstration has showed not only the feasibility, but also the outstanding advantages of color television compared with black and white television and the inherent superiority of ultra-high frequencies in eliminating multipath reception and making possible greatly increased effective power at the transmitter, and

WHEREAS the work of Dr. Peter C. Goldmark and his associates has now brought color television out of the laboratory and into the living room, and has greatly accelerated the date when this superior television can be made available to the American public,

NOW, THEREFORE, BE IT RESOLVED that the members of the Columbia Affiliates Advisory Board unanimously reaffirm their endorsement of the work of the Columbia Broadcasting System in making it possible at this time for the American people to receive a television service much better than can be rendered under present commercial standards, and

RESOLVED that, in view of the widespread recognition throughout the industry of the inevitable acceptance of this superior system, every effort be made to secure the authorization by the Federal Communications Commission of commercial licenses for stations operating in the ultra-high frequencies for the transmission of high-definition color television, and

RESOLVED that in the opinion of this Board the interests of the broadcasting industry, as well as the interests of the American public, will be served by the early change from the standards of pre-war television so as to take advantage of the increased knowledge of electronics and their commercial application, it being the opinion of this board that the public should be saved the expense of double investment in television receiving equipment and the broadcasters the burden of double losses, both in capital investment and operating expenses, in establishing two television services, and

RESOLVED that copies of these resolutions be transmitted to the Federal Communications Commission.

Members of the CAAB who attended the sessions were: I. R. Lounsberry, WKBW Buffalo, Chairman; E. E. Hill, WTAG Worcester, Secretary; Clyde Coombs, KARM Fresno; F. C. Eighmey, KGLO Mason City, Ia.; George J. Higgins, KSO Des Moines; Clyde Rembert, KRLD Dallas; John M. Rivers, WCSC Charleston; W. H. Summerville, WWL New Orleans.

Video Set Changes Offered by Firms

Modifications in Receivers Needed in New Assignments

LAST WEEK, when all U. S. television stations except WRGB Schenectady, which keeps its former frequency, were off the air in accordance with the FCC March 1 deadline for starting conversion to their newly assigned frequencies, owners of RCA and Du Mont video receivers received letters from those companies pointing out that their sets will not tune in certain stations when they resume service. Both companies offered to convert the receivers at the nominal charge of $30 per set. Actual cost of the job is reported to be in the neighborhood of $50 per receiver.

Milton Alexander, advertising and public relations director of Du Mont, reported that letters were mailed by this company Thursday night and that 30 affirmative replies were received by Monday morning indicating the avid desire of video set owners not to be without program service a minute longer than necessary.

MOBILE RADIO USE APPROVED BY FCC

RADIO's aid in telegram delivery, taxicab dispatching and urban mobile communications will be tested under Class II experimental radio grants announced by the FCC last Wednesday.

In the first experimental grant for this type of use, the Commission gave Cleveland (Ohio) Automobile Club, authority to construct a land station in the city and four portable mobile units in service trucks which will answer radio calls for emergency service to club members.

Western Union was authorized to set up a fixed station in Baltimore, remotely controlled from the main office, and to place a mobile station in a car or truck. Messages for delivery in the area will be transmitted by radio from the main office to the car, which will be moving toward the delivery point while transmission is in progress. Similarly, replies will be relayed to the main office.

While the grant was for experimental use, it was pointed out that WU may use the stations to handle commercial traffic "solely to determine the practicability." Frequency 156.23 mc was assigned on a temporary basis, with 45 w full-time. The company plans "to experiment with both facsimile and teleprinters as a means of handling messages."

Yellow Cab Co. of Philadelphia was granted authority to construct a land station and a portable mobile unit (in a cab) to develop a radio communication taxicab dispatching system. The equipment will be leased to the cab company by Raymond Rosen & Co.

Webster Given Award For Coastline Network

ADM. FARLEY, Coast Guard Commandant, pins Legion of Merit on Commodore Webster.

COMMODORE Edward M. Webster, assistant chief engineer of the FCC until his recall in July 1942 by the Coast Guard to active duty, has been awarded the Legion of Merit for his success in establishing a radio and landline communications network along the entire coastline of the United States, and other outstanding service. He was recalled to become chief communications officer of the Coast Guard.

He also served on many government committees of wartime importance, performing functions, according to the citation, "where his leadership, experience, and knowledge of domestic and international communications and interdepartmental relationships were of inestimable value."

The citation also praised Commodore Webster's work in "providing for the location and rescue of crews from distressed ships and aircraft, and in coordinating the nonmilitary communication facilities and the industrial communications of the country with those of the military, and in collecting and evaluating enemy information.'

Cisler Out of Marines After 3 Years Service

CAPT. STEPHEN A. CISLER, Marine Corps., former president and general manager of WGRC Louisville, has received his honorable discharge after three years of active service. Mr. Cisler has not announced his plans, but he does not contemplate returning to the active direction of the Louisville outlet, in which he has held a substantial minority ownership interest.

Mr. Cisler

During his military service, Mr. Cisler was officer in charge of WXLI, the Armed Forces Radio Service station in Guam. He also covered the American occupation of Japan as an AFRS field reporter. During most of the war he was airborne radio and radar technical officer in Marine aviation.

Wisconsin League Seeks Realignment

Petition NAB for New District Covering State's Stations

REORGANIZATION of the NAB 9th and 11th districts to place all Wisconsin counties in a single district was discussed Wednesday by the Wisconsin League of Radio Stations in Milwaukee. It was the first league meeting since 1941. Petition to the NAB for a district change was considered.

The southern and eastern parts of Wisconsin are in District 9, along with the entire state of Illinois. The western part of the state is in District 10.

Leslie C. Johnson, NAB 9th District director and manager of WHBF Rock Island, Ill., a guest speaker at the meeting, cited instances in which Illinois broadcasters were unable to fight law suits in state courts because the NAB district lacked jurisdiction.

Resolutions congratulating Wisconsin Congressmen on passage of the Lea bill and urging Senate approval of the House bill were adopted. News clinic of the type conducted around the nation by Arthur C. Stringer, NAB director of promotion, and E. R. Vadeboncoeur, chairman of the NAB News Committee and vice president of WSYR Syracuse, will be held at the League's next meeting, probably in May. Members expressed opinion Wednesday that wire services are failing to provide adequate regional news coverage. Gathering of local news was discussed.

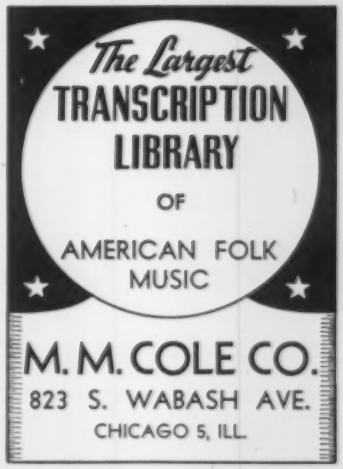
Though League members agreed an increase in station rate card rates was inevitable, members favored retention of present and local national rates.

New officers elected were Harry R. Lepoidevin, WRJN Racine, president; Ben Hovel, WSAU Wausau, vice president; K. F. Schmidt, WIBA Madison, secretary-treasurer; Fr. James A. Wagner, WTAQ Green Bay, and Charles J. Lanphier, WEMP Milwaukee, directors.

Frequency Change Ends WRGB, WNBT Set-Up

WRGB Schenectady, General Electric video station, is not affected technically by switch of television transmitters to new frequencies as it retains its same band, 66-72 mc. But the change of WNBT, NBC video station in New York, to that channel puts an end to the arrangement whereby for five years WRGB has picked up and rebroadcast WNBT programs on a regular schedule in addition to many special feature telecasts from New York.

GE, in conjunction with International Business Machines, is working on a video relay system between the two cities which may ultimately permit an interchange of programs, not merely one-way service, between WRGB and WNBT.



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over

560 kc **KSFO** 560 kc

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KEY STATION FOR
NORTHERN CALIFORNIA

Mark Hopkins, San Francisco

WLW

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THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

Pardon us if we repeat
But it's still true that
Only **KROD**
serves ALL the rich
El Paso Southwest

KXOK 630 KC.

ST. LOUIS

AMERICAN BROADCASTING COMPANY

5000 Watts Full Time

Represented by John BLAIR & CO.

Craig

(*Continued from page 17*)

available, these concessions will bring about a marked deterioration in the radio service available to important segments of the American listening public. Opinions apparently differ on how much damage was done, but I feel it was considerable.

I will not presume to speak for the regional stations on the eight channels on which Cuba is to use power of 10 kw to 25 kw and various sorts of directional antennas. Spokesmen for the regional stations, I am told, have expressed satisfaction with the degree of protection accorded the stations affected. I sincerely hope their lack of apprehension is justified.

Objectionable Interference

As to clear channel stations, I find it impossible to exhibit the same complacency. Competent engineers tell me that the United States stations may experience objectionable interference at night up to points within 100 miles from their transmitters. This, they say, is due to the much stronger interfering signal which develops over sea-water and other factors which, as a layman, I do not profess to understand.

It is ironic that the abject surrender to Cuba upon these clear channels hits hardest that portion of the American radio audience which now enjoys least the pleasures and services of radio. I mean the distant and small town listeners who must depend primarily upon clear channel stations for radio service at night. The question naturally arises: Why and on what principle were these concessions made by our State Dept.? No one seems able to give a convincing or even a plausible answer. Cuba already had more stations than the United States by a wide margin, in terms of people, area or any other legitimate criterion. Havana alone, with a population of 569,000, has at least 26 acknowledged stations (no one seems to know exactly how many) spaced 30 kc apart.

Cuba's facilities, properly engineered, were sufficient to give the entire island a degree of primary service and a choice of signals far superior to anything enjoyed by most of the United States, particularly its rural areas. In addition, Cuba had persistently and flagrantly violated the radio treaty in effect for five years and which expires this coming March 28. Cuba had no just claims or equities to be urged in her behalf. Everyone admits that.

But, we are told, there would be chaos in the ether after March 28 if we did not meet Cuba's precise demands for frequencies and power. Do principles of fairness and justice count for nothing in the distribution of radio facilities internationally? Where was our State Dept.? No one wants chaos, but no one wants to be sandbagged either.

Our State Dept. shrugged helplessly at the suggestion that, in view of the incorrigible and defiant attitude of the Cuban delegation, the matter should be dealt with on a political or diplomatic plane to protect the American listener. But to appease Cuba this same State Dept. summoned the delegate from the little Bahamas to a midnight meeting, and someone found means of persuading him to surrender to Cuba the only frequency the Bahamas had, in exchange for a much inferior one. I don't know exactly what happened. But the Bahamas delegate left the Conference complaining bitterly of what our country had done to his.

NAB Expresses Views

Throughout the Conference the United States delegation provided for meetings with industry representatives to obtain their views and advice. This was proper and commendable. Unfortunately, however, the National Assn. of Broadcasters participated at those meetings not merely to observe but also to express views and take action "in behalf of the industry." On several occasions, but particularly at the crucial last meeting when the final proposals were discussed, the NAB representative supported the concessions to Cuba. This was after the State Dept. representative said he had been instructed to poll the industry. This was for the transparent purpose of making it appear that a great majority of the industry approved the concessions. And he so reported to his superiors.

I shall pass over the very real difference of opinion as to the authority actually given the NAB representative by the Board. I do not question anyone's good faith. The fact remains that the NAB is in an untenable position. It has taken sides on highly controversial issues over which its members differ. It may be too late to rectify the mistakes involved in the Agreement which resulted, in part at least, from the actions of its representatives. It is not too late for the NAB publicly to retract its approval of the concessions.

Another North American Regional Broadcasting Conference

Bright Heads KHQ Spokane, Formally Transferred by Wasmer to Newspapers

OWNERSHIP and operation of KHQ Spokane was formally transferred from Louis Wasmer Inc. to the Spokane Chronicle Co. last Friday, with Arthur L. Bright, veteran Spokane radio executive, as president, general manager and stockholder-director. Sale of the station to the newspaper corporation, which publishes the *Spokane Chronicle* and the *Spokesman Review*, for a figure of $1,295,000 plus net profits from Jan. 1, 1945, to closing date, was approved by the FCC Feb. 6.

Mr. Bright

Mr. Bright, former vice president, general manager and part owner of KFPY Spokane, CBS outlet, has announced no changes in executive staff or personnel and has taken over KHQ as an entity. He joined the *Chronicle* last October in its negotiations with Mr. Wasmer, preliminary to filing of the transfer application with the FCC. Mr. Wasmer is devoting his entire energies to KGA, Spokane ABC outlet, which he also owns and operates. He sold KHQ under the FCC's duopoly regulation prohibiting ownership of more than one standard station in the same city.

With assumption of KHQ ownership, the new licensee announced appointment of The Katz Agency Inc. as national sales representatives. KHQ formerly was represented by Edward Petry & Co.

Mr. Bright said KHQ always had maintained an exceptionally "splendid" service and that the new ownership "will continue to give the high standard of service to this community." The station is a pioneer NBC outlet. It was founded by Mr. Wasmer in Seattle in 1922 and brought to Spokane in 1925.

KHQ joined with six other stations in 1927 to inaugurate NBC service in the Inland Empire area. It operates on 590 kc with 5,000 w fulltime.

Mr. Bright came to Spokane from New York as a young man but returned East for a brief period. He returned to Spokane in 1924 to become vice president of the National Motor Co. and remained in that business until 1928, when he joined the late T. W. Symons in the operation of KFPY. He first was commercial manager of the station and subsequently became vice president and general manager and one-third owner, having sold his interest in February 1945.

will start in September 1947. I hope that then both Government and industry will be properly instructed and prepared to prevent repetition of the lamentable developments of last week. We shall need courage and vision sufficient to enable our Government representatives to stand on principle, to undo the mistakes, and to prevent these mistakes from being used as precedents for further raids on the American listening public.

Courts to Decide Sales Tax Issue

New Mexico Decision Rests With State, U. S. Bodies

RIGHT of the State of New Mexico to collect a 2% sales tax on gross receipts of broadcast stations rests in the chambers of two courts—the U. S. District Court, District of New Mexico, and the State tribunal, the District Court of New Mexico.

Both courts have heard appeals from New Mexico stations over attempts by the revenue bureau to collect the tax, enacted in 1935 but enforced against radio only in isolated instances.

Injunctions to prevent collection have been asked in both courts on the ground that radio is an instrument of interstate, not intrastate commerce.

At the State court hearing last Monday, in which KOB Albuquerque and KAVE Carlsbad seek recovery of taxes already paid, it was argued that the State should return the sums. KICA Clovis, also was a party to the hearing.

Strotz Testifies

Sydney N. Strotz, NBC West Coast vice president, testified that the tax is a barrier to interstate commerce and pointed to difficulty of passing it on to advertisers. He said the tax conceivably could cause NBC to use stations other than KOB for New Mexico coverage.

KOB seeks recovery of over $20,000 in taxes, paid under protest. Mr. Strotz explained how network contracts involving KOB are negotiated in New York and Hollywood.

R. E. Brewer, secretary of Albuquerque Broadcasting Co., operating KOB, exhibited company books of original entry to show the 2% tax was refunded by the State in April 1941 and had been restored to the various taxpayers (sponsors). KOB had collected the tax from sponsors several years, but the State had adjudged the station not liable and had refunded the sums. The present State Attorney General contends broadcasters are liable to the tax.

Assistant Attorney General Harry L. Bigbee argued that KOB testimony was conflicting in that it testified that it could not pass the tax on to the advertiser after already testifying that it already had done so.

District Judge William J. Barker took the cases under advisement and indicated he might await decision of the Federal court, which had heard argument Feb. 18-19 [BROADCASTING, Feb. 18]. He plans to hear suits brought by KGGM Albuquerque and KVSF Santa Fe in mid-March.

John Morgan Davis and Milton J. Kibler, of the NAB legal staff, and Howard S. Frazier, acting director of engineering, participated in the Federal trial as friends of the court. Representing the stations was Lake Frazier, New Mexico attorney.

1859 George Bannerman Dealey 1946

GEORGE B. DEALEY, 86, publisher of the *Dallas News*, owned by the A. H. Belo Corp., licensee of WFAA Dallas, and half-owner of KGKO Ft. Worth-Dallas, died suddenly at his home last Tuesday following a heart attack. He had been at his office on Monday for his regular nine-hour daily work.

Although his name will always be reverently associated with the *Dallas News*, George Bannerman Dealey had a great interest in, and respect for radio. Through his efforts WFAA went on the air in 1922 and later became the first newspaper-owned 50,000 w station in the country.

Under his aegis, the Belo Corp., owner of the *News*, increased its radio holdings in 1940 by purchasing a half-interest in KGKO, 5,000 w station.

His journalist's creed recognized that enduring revenue goes hand in hand with clean news, and that ideals must have a home and revenue is required to make the home. From this he concluded that revenue must be had first but not unless the policy is correct.

This principle stood stern tests in his time. During the Texas oil boom following the first World War oil stock advertising flooded newspaper offices. Much of the stock was unsound. Unable to distinguish between good and bad stock, Mr. Dealey insisted that no oil stock advertising would be accepted.

When the Ku Klux Klan became active in 1920, the publisher sagely counseled his staff to attack the principles and avoid personalities. Although the attack proved costly to the organization it was sustained until the Klan's power was broken.

Improvement of the Dallas City Government was another of his crusades which resulted in the adoption of the commission form of government in Dallas in 1906 and the city manager form in 1929.

From a $3 a week office boy he became the owner of the paper whose control passes to his son, E. M. (Ted) Dealey.

Mr. Dealey was born in Manchester, England, Sept. 18, 1859 and came to America with his family in 1870. At 15, he became an office boy for the *Galveston News*, then the most influential newspaper in the state. From office boy he progressed to the mailing room and soon became a traveling agent and a staff correspondent at Waco and Houston.

Mr. Dealey

In 1884 when the Belo Corp. decided to start another newspaper, Mr. Dealey was sent to survey a number of cities and he chose Dallas then populated by 10,358 and the fifth city of the state. The *Dallas News* first appeared Oct. 1, 1885 with George Dealey as business manager. In 1926 he and a group of associates purchased the *News* from the heirs of the Belo estate.

Mr. Dealey figured prominently in the founding and sustaining of Southern Methodist University and he organized the campaign which created the Texas Children's Hospital in 1925.

Surviving him are his wife, son Ted and three daughters, Mrs. Rice Jackson, Mrs. H. B. Dechard and Mrs. J. M. Moroney.

CBS' A. B. Chamberlain Gets Legion of Merit

A. B. CHAMBERLAIN, chief engineer of CBS, last week received the Legion of Merit by Navy Secretary James Forrestal for his success "in breaking a tremendous design and production deadlock at a time when airborne radar equipment was urgently needed by the Fleet to combat enemy air action."

Citation praised Capt. Chamberlain, then assistant head of the design branch, Electronic Division, Bureau of Ships, for his "consistant ingenuity, patience and judgement" and stated: "By his expert professional ability and his tactful, persistent efforts in the fulfillment of an extremely difficult assignment."

Rejoins KQW

PHIL STEARNS, released from the Army, has rejoined news staff of KQW San Jose, Calif.

The SCHOOL of RADIO TECHNIQUE
NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
For Full Details, Request Booklet B.
NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Vancouver's
CKWX
First
IN CANADA'S
THIRD MARKET
1000 WATTS
GOING TO 5000
Mutual Network
REPRESENTED BY
WEED and Co.

"GATEWAY TO THE
RICH TENNESSEE
VALLEY"
50,000
WATTS
CBS
WLAC
NASHVILLE
REPRESENTED BY PAUL H. RAYMER CO.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • BROADCASTING
HOUSE, Halifax, Nova Scotia
or
Joe Weed, New York City

"THE WORLD'S
BEST COVERAGE
U.P.
OF THE WORLD'S
BIGGEST NEWS"

NARBA

(*Continued from page 17*)

protection which Cuba must afford other stations on the channel should protect WAGA. Cuba claimed priority right to 590 kc over WAGA, despite the fact that she failed to object when the U. S. notified other signatories that 590 kc was proposed for WAGA.

That the U. S. delegation wasn't happy over the sacrifice of five U. S. clears was made plain by Francis Colt de Wolf, chief of the State Dept. Telecommunications Division who, in the closing address, expressed regrets over the "price" necesary to win an accord (see story page 75).

Paul D. P. Spearman, general counsel for the Regional Broadcasters Committee, expressed satisfaction over the engineering restrictions imposed on Cuba for the use of the eight regional channels.

Cuban delegates, spearheaded by Dr. Luis Machado, international attorney in the Cuban State Dept. and vice chairman of his country's delegation, pressed hard for elimination of the 650-mile rule and use of 640 kc. Word got around that if Cuba's delegates could go home with 640 kc and elimination of the 650-mile rule, they'd be happy.

Series of Conferences

Informal conferences began. Alan D. Hodgson, Director of Telecommunications, the Bahama Islands, wasn't inclined to give up use of 640 kc, serving the Bahamas' only station. He explained that in the Bahamas broadcasting was used primarily for emergency storm warnings and to communicate with the Islands, with heavy stress on educational programs. Bamaha Islanders depend a great deal, he said, on U. S. radio for their entertainment.

Cuba was insistent, however. Then came the grand "walk-out." Dr. Machado, at a meeting of the Juridical Committee on Feb. 20 disclosed that Cuba would not sign an interim agreement [BROADCASTING, Feb. 25]. The Juridical Committee, of which he was chairman, sat the night of Feb. 20 and drafted the Interim Agreement, Cuba not participating.

It was all over but the frequency war, which Cuba had threatened. Dr. Machado made it plain that so far as his country was concerned no treaty would exist after 3 a. m. March 29 and since there would be no treaty Cuba would be free to use any and all channels as she saw fit.

That meeting didn't break up until midnight. Faces were grave. Delegates were tired. T. A. M. Craven, NAB observer and former FCC Commissioner who helped draft the original NARBA in 1937 as chairman of the U. S. delegation to the First North American Regional Broadcasting Conference in Havana, attempted to bring the Cubans and Mr. Hodgson together over 640 kc. Informal meetings were held in hotels throughout the night.

TAKING HOME the bacon might be caption for this picture of Dr. Luis Machado, of Cuba's State Dept., who as unofficial interpreter at closing NARBA plenary session Monday, read three-year interim agreement in English and Spanish. Dr. Machado, as vice chairman of Cuban delegation, did virtually all of Cuba's negotiating.

On Thursday afternoon, Feb. 21, Chairman Jett called the second plenary session, announced that an agreement was near. He designated the final plenary session for 1 p. m. last Monday. Then followed more conferences. The Bahamas agreed to give up 640 kc in return for 1540 kc with I-A privileges or some other channel.

The U. S. wavered from its original compromise offer of three clear channels and five regionals and gave Cuba five clears and eight regionals. (Cuba originally had sought 19 channels, then 30, and finally 20, including 12 clears of which 8 were U. S., and 8 regionals.)

Protests Received

Comdr. Craven was accused by the Clear Channel Broadcasting Service and by clear-channel members of the NAB board with overstepping his authority in assisting in negotiations. He had been designated, they charged, as observer without authority to act one way or the other.

In a statement issued for release today Edwin W. Craig, general manager of WSM Nashville, chairman of the Clear Channel Broadcasting Service, declared that the NAB "is in an untenable position. It may be too late to rectify the mistakes involved in the Agreement which resulted, in part at least, from the actions of its representatives. It is not too late for the NAB publicly to retract its approval of the concessions."

Declaring that the eight regionals on which Cuba was given concessions would suffer from interference as well as the five clear channels, Mr. Craig called on Government and industry to "undo the mistakes and to prevent these mistakes from being used as precedents for further raids on the American listening public" at the Third North American Regional Broadcasting Conference in September 1947.

Commissioner Jett and Harvey B. Otterman, assistant chief, State Dept. Telecommunications Division, and vice chairman of the U. S. delegation, conducted meetings almost nightly with industry members. Mr. Jett kept industry apprised of events and sought guidance from broadcasters in his deliberations.

At one stage broadcasters were all for calling Cuba's bluff. There was talk of economic sanctions. State Dept. during the first week had obtained authority from the White House for Messrs. Jett and Otterman to negotiate a new treaty if that were the only way out. That was after Cuba had insisted on a new treaty.

Then instructions were understood to have been, in substance: Be sure of your engineering, then stand pat. It wasn't until after Cuba revealed openly that she would not sign that the State Dept. ordered a compromise. There were reports that Assistant Secretary William B. Benton in Charge of Public Affairs wasn't at all happy over the prospects of irritating Cuba. He wanted to continue his international shortwave cultural broadcasts Cuba-wise.

There were other reports that the acute sugar situation made it almost mandatory to retain good relations with Cuba. Regardless of the reason for the compromise which, as one delegate said, "legalizes Cuba's NARBA violations," the State Dept. and Congressmen were flooded last week with telegrams of protest.

Farm Groups Irked

More than 20 California agricultural organizations telegraphed protests to the State Dept., Commissioner Jett, Sen. Sheridan Downey (D-Cal.) and the following California Representatives: Clarence F. Lea, George E. Outland, Jerry Voorhis, Harry R. Sheppard, Democrats, and John Phillips and Carl Hinshaw, Republicans.

WLS Chicago protested to Secretary of Agriculture Clinton P. Anderson, expressing regrets that the State Dept. saw fit to interfere with years of service rendered to the midwest farm audience.

William B. Ryan, general manager of KFI, in a statement to BROADCASTING said the conference action "constitutes an almost unbelievable disregard of the interests of the United States listeners and broadcasters." He said thousands of growers and farmers in KFI service area, as a result of the 640-kc concession, may lose "the vital frost warning service given by KFI for so many years.

"A most regrettable feature of the conference was the unauthorized approval of the exorbitant demands by Cuba which was given by the NAB representative attend-

ing," said Mr. Ryan, himself director of District 16. "He was authorized by the board of directors to act as an observer, without authority to speak pro or con on any matter affecting the interests of individual broadcasters.

"Two protests which I wired to NAB headquarters, demanding withdrawal of industry approval prior to final commitment to Cuba failed to bring any response. The board has previously gone on record in favor of a continuation of the Havana Treaty. It has never discussed terms and conditions of a new treaty and certainly has not anticipated any problems so seriously affecting the United States broadcasting interests such as were presented by Cuba."

Mr. Ryan said KFI likely would file additional statements with Mr. Jett and the State Dept.

Commissioner Jett telegraphed replies to the farm groups, stating that the engineering standards which now apply to the Bahamas will be invoked by Cuba, when that nation takes over 640 kc no later than Aug. 1. Cuba is required to use a directional antenna, protecting the western part of the U. S., he said. The Governments of Cuba and the U. S. agree to cooperate to minimized interference, which should not be experienced west of El Paso, Tex., present limit of the Bahamas.

He expresed belief that establishment of the North American Regional Engineering Committee was a step forward in eliminating future interference, and pointed out that the present agreement was for an interim period only.

CORWIN CRITICIZES RADIO MONEY MEN

IN CHICAGO Feb. 25-26 as guest of the Independent Citizens Committee and the Chicago Radio Writers Guild, Norman Corwin, CBS producer and writer (*Columbia Workshop, On a Note of Triumph*) praised Chicago and the Midwest as "the last frontier of American thought."

At an RWG reception in his honor he credited RWG with being "the sole defender" of the creative writer in the "perpetual struggle with the money men of advertising." Radio, he said, needs new writing talent but refuses to take the responsibility or the risk in providing an opportunity for unknown writers to be heard.

ASCAP Ballots

ASCAP last week sent its members ballots for the election of board members to take office April 1. Writer members will elect five directors, three for three-year and two for one-year terms; publisher members will elect six directors, three for three-year, one for two-year and one for one-year terms; and one in the standard field for a three-year term.

WBT ASSISTS
Detective in Kidnaping Case
—Grateful for Cooperation—

WBT Charlotte, N. C., can be credited with an assist in solving the Terry Taylor kidnaping case. Working with police from time of the abduction, station flashed news of the finding of the child and her abductor at 9 p.m. last Thursday and a few hours later had the mother and father enroute to Annapolis, where the child and nurse were found. WBT financed trip. Friday at 11 a.m., WTOP Washington and WBT put the mother, father, child and kidnaper on air.

The mother and father also had been on WBT on Thursday night, with Frank Littlejohn, Charlotte's chief of detectives. "You've got coverage!" said Mr. Littlejohn to Grady Cole, WBT farm editor. "I could never have covered the territory with a thousand stenographers writing individual letters in six months that you covered here in 15 minutes. . . . I have never approached WBT that they didn't cheerfully and immediately offer full cooperation. . . ."

NEW CALLS GIVEN; WSRR BECOMES WSTC

CALL LETTERS for two new stations and a new call for an existing station were approved by an FCC board last Wednesday.

Fort Lauderdale Broadcasting Co., granted a new station in Fort Lauderdale, Fla., on Jan. 16 to operate fulltime on 1400 kc with 250 w, was authorized to use call letters WFTL (formerly used by WGBS Miami, a Fort Industry Co. station). Whiteville Broadcasting Co., authorized Jan. 9 to construct a new station at Whiteville, N. C., on 1240 kc with 250 w fulltime, was given use of the call WENC.

WSRR Stamford, Conn., sold by Stephen R. Rintoul to Western Connecticut Broadcasting Co. for $161,000 with FCC approval granted in December, changes call to WSTC. Station is on 1400 kc with 250 w fulltime.

Attend Dublin Meet

TWO FCC officials will be among U. S. Delegation to North Atlantic Route Service Conference convening in Dublin today (March 4) to establish an organization to facilitate civil air operations in North Atlantic area. William N. Krebs, chief of Safety and Special Services Branch, Engineering Dept., will be a delegate and E. L. White, chief of the Aviation Division of the Branch, will attend as observer. Communication and navigation radio aids are among principal subjects to be considered.

WABD SELLING TIME AS IT RESUMES AIR

WHEN WABD, DuMont video station in New York, resumes telecasting March 11, it will drop its former experimental status and begin operations on a full-fledged commercial basis.

Phil Fuhrmann, WABD advertising manager, already has contracts for eight half-hour and one quarter-hour a week, for Colgate-Palmolive-Peet Co., Lever Bros., Marxman Pipes, U. S. Rubber Co., Alexander Smith & Sons Carpet Co., C. F. Mueller Co., and others. Several agencies, he said, have purchased regular periods for programs for several of their clients.

WABD base rate is $300 an hour, or $255 on a 52-time basis. Half-hour rate is $180, or $153 on a 52-time contract; quarter-hour is $90, or $76.50 on a 52-time contract. Quarter-hour programs are now limited to films, Mr. Fuhrman said, as it does not pay to use a studio crew for programs of less than 30 minutes. WABD allows agency commissions on these rates but not on the rehearsal fees of $40 to $65 an hour, depending on the size of the studio and studio crew, which the station says is actual cost. Announcement rates are $30 for a minute or less.

Western Union Telegraph Co. has made a unique deal, Mr. Fuhrman revealed, by arranging for face of a Western Union-Naval Observatory time clock to be superimposed on the WABD test pattern, giving set-owners the correct time whenever they tune in during 7:30-8 p.m. when the test pattern is broadcast preceding the regular program.

WABD's opening night program on March 11 will include live programs originating in all four studios, the three new ones in the Wanamaker Department Store and one at the station's headquarters building, and a pick-up from Washington. One feature will be a charade-quiz show sponsored by C. F. Mueller Co. for its macaroni.

WGN Leasing Space

TO PROVIDE additional studio space for audience attendance, WGN Chicago contracted last week with World Broadcasting Co. to lease its Chicago studios at 301 East Erie St. Studios will be used to originate Mutual's *Freedom of Opportunity* (Mutual Benefit Accident & Life Insurance Assn., through Arthur Meyerhoff agency).

Conclude Testimony

WITNESSES for Federal Trade Commission will conclude their testimony on House sponsored Reece bill this week, according to FTC. Reece bill would draw a sharp line between jurisdiction of FTC and Food and Drug Adm. and require FTC to show "preponderance" rather than merely substantial evidence to support its orders.

KOIN
It takes an informed community to do a community job.
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

WSLI
JACKSON MISSISSIPPI
Egypt, Mississippi?
This is a fine little community in Chickasaw County, but to pyramid your advertising results—concentrate on JACKSON, metropolitan center, in Hinds County where 2,000 marriages—"a double-return market"—took place in 1945.
WSLI — the "Double-Return" station, offers you maximum coverage of this market—at less cost!
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

THERE'S ONLY 1 EMPIRE STATE BUILDING but WHN REACHES 2 NEW YORKS!
(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)
WHN
Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—Loew's Affiliate

CORNY?
WIBW ADVERTISERS DON'T THINK OUR METHODS OF SELLING TO FARMERS IS CORNY. NOT WHEN THEY CHECK SALES FIGURES IN KANSAS AND NEARBY STATES.
WIBW The Voice of Kansas in TOPEKA

BALTIMORE'S
Listening Habit

WBAL

MUTUAL
BROADCASTING SYSTEM
John Elmer, Pres.
George H. Roeder, Gen'l Mgr.
FREE & PETERS, Inc., Exclusive Nat'l Rep.

The only
New Orleans Station
using all these means
to build Listenership
continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

Press Lauds House Approval Of Lea Anti-Petrillo Measure

(See story on page 15)

NATIONWIDE press reaction to the House of Representatives' one-sided approval of the Lea Bill (HR-5117) generally hailed the measure as a necessary step in curbing dictatorial labor leaders. Qualified support by a few newspapers arose from the question of propriety in passing a measure aimed at an individual union instead of broader legislation to curb all unions including the American Federation of Musicians.

Typical of the more vehement opinions was that of the *Boston Herald*. Under the headline "Petrillo De-'Caesared' " the *Boston Herald* stated: "Score: American people—223; James Caesar Petrillo—43. In passing by that vote a bill which makes unlawful certain practices of the American Federation of Musicians, the House of Representatives accurately reflected the mounting disgust of Americans with 'make work' schemes of certain labor unions."

AFM 'Most Flagrant'

Observing that the activities of Petrillo have been "among the most flagrant and most publicized," the *Herald* reasoned that AFM then "got hit first and the hardest."

The *St. Louis Globe-Democrat* commented: "Whatever the Senate may do to the Lea Bill, passed this week by the House, James Caesar Petrillo, dictatorial head of the AFM, has received a legislative spanking which should be an object lesson to all labor leaders."

The *Philadelphia Record* reminded Petrillo that the utilities and the Stock Exchange operated opposite to the public interest until the Government stepped in to regulate their activities. The *Record* reminded the AFM czar, apparently unmindful of this pattern, that "he kept on thumbing his nose at the public" with the result that the House measure is now up for Senate consideration.

"Petrillo should have been smarter and seen it coming," the *Record* concluded and pointed the finger at other labor leaders who should have seen what was coming and "tried to tame down Petrillo."

Action Needed

In his syndicated Washington column, Marquis Childs said: "In the full tide of indignation, the House has passed a bill to put James Caesar Petrillo firmly in his place. . . . The final decision is up to labor," Mr. Childs emphasized. "If the unions do not do their own housecleaning, then drastic legislation will be adopted. And the true friends of organized labor will be powerless to stop it."

The *Detroit News* hailed the measure "as a salutary thing, as an example and a precedent. In the long run we believe, too, it will be a wholesome contribution to sound unionism and the future of its cause."

Berryman in the Washington Evening Star

"This is not an attack on legitimate labor union operations," the *Kansas City Star* asserted. Instead it was seen "as an effort to protect both the American people and the union membership involved from the harmful policies of a clique of arrogant leaders."

Noting that critics of the House measure to curb Petrillo contend that it is bad legislation because of its single intent, the *Washington Star* takes another tack. the *Star* recognizes the "force of this argument" but also points out the "force to the counter argument that in the present state of unwillingness to enact general legislation dealing with all union abuses, there is clearly a need for some legislation to deal with the peculiarly flagrant abuses by Mr. Petrillo."

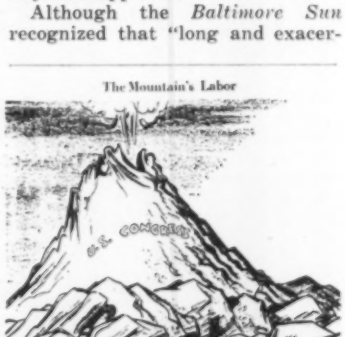
Even the liberal *New York Post* wondered "what right has Petrillo to tell American networks that they cannot broadcast programs originating in London, Paris or Moscow? This is censorship by whim of a man who so controls his labor organization that he can suspend any member, throw away the union constitution, cancel elections or call a country-wide stoppage without anyone's approval."

Although the *Baltimore Sun* recognized that "long and exacerbating insolence has made something like the House anti-Petrillo bill inevitable," the paper takes the stand that the bill "by its very narrowness is not a corrective of the post-1933 labor policies. . . . The cure is to repeal the special privilege and at one orderly sweep cut Petrillo, Lewis, et al., back to that simple equality before the law."

The *Washington Post* spanked the House for hasty legislation against a specific union aimed to relieve a single industry. Yet it recognized the need for curbing Petrillo and urged a broader law which would care for all industries including radio.

Typical of Western opinion was the stand of the *Los Angeles Times:* "One thing at a time is perhaps a good rule. If Congress tends to Petrillo it may get up nerve enough to tackle some of the other czars."

The Mountain's Labor



Herblock in the Washington Post

550 kc Applicants Will Get Hearing

FCC Will Hear Plans of 13 Asking Frequency

THE THIRTEEN applicants for new stations or changes in facilities on 550 kc will be given a chance to offer plans for best use of the frequency so as to accommodate the most stations and provide service to the areas most needing it.

FCC spokesmen explained Thursday that the number of 550 kc applicants has grown rapidly and that consequently many of the directional patterns they now propose are "largely hit or miss." By revising applications with a view to protecting other applicants wherever possible, it was hoped that "possibly 11 or 12" of the applications might be granted.

The Commission announced Thursday that a new issue had been added to the bills of particulars issued in connection with the applications, being heard in a consolidated proceeding which opened Feb. 25. FCC also ordered that engineering testimony be postponed to April 1 and gave applicants until March 20 to submit amendments to their applications.

The new issue is "to determine the most efficient and equitable manner in which the 550 kc regional frequency may be utilized." Spokesmen said there was no plan to change the channel's regional classification.

Nine stations now use 550 kc, use of which was restricted during the war to power of 1 kw or less at night because of possible interference with Naval communications on adjacent frequencies. The restrictions were lifted last October but the lifting was not announced until January [BROADCASTING, Jan. 21]. Of the 13 applications involving the frequency, most are for new stations.

Electric Strikers Clash in N. Y., Pa.

Talks Continue as Union Men Defy Order on Picketing

FOR six weeks sporadic skirmishes between pickets and police at idle General Electric and Westinghouse plants, closed by the strike of 175,000 workers, had been the ominous forerunners of bigger battles sure to come. Last week blood began spouting on the picket lines.

As union and management chieftians met in secret conferences in New York, riots broke out at numerous plants throughout New York and Pennsylvania. At Philadelphia 800 strikers were routed by 1,000 policemen, including mounted policemen, after strikers had defied a court injunction prohibiting mass picketing. Police charged the crowd with clubs.

Elsewhere smaller yet fierce battles were reported. Meanwhile, the negotiations, with progress unannounced, went on. The meetings were between the United Electrical, Radio and Machine Workers of America (CIO) and the management of General Electric. As yet Westinghouse agreed to further talks with unionmen.

GE-WE union conferences were resumed under the urging of Arthur S. Meyer and William H. Davis, specially appointed representatives of the Secretary of Labor. But no indication of the progress of the meetings was given.

At week's end, with chieftains talking in New York and pickets fighting police on the lines, the question was: Would an armistice be negotiated before the battles got completely out of control?

Seven Canada Licenses

SEVEN NEW Canadian station licenses were issued Feb. 25 by the Dept. of Transport, Ottawa. C. H. Chapman has been licensed to operate 100 w station on 1230 kc at Dawson City, Yukon; J. O. Blick and E. B. Osler to operate 250 w station on 1230 kc at Winnipeg, CJOB; Sudbury Broadcasting Co., to operate 1 kw at Sudbury, Ont.; Frank Ryan to operate 1 kw at Ottawa (Mr. Ryan was prewar manager of CKLW Windsor-Detroit and for a time with Canadian Wartime Information Board (Ottawa); J. Tietolman to operate 1 kw daytime station on 990 kc at Verdun, Que., Montreal suburb, (Mr. Tietolman operates General Broadcasting Co., Montreal, agency and production company); T. W. Elliott to operate 100 w on 1240 kc at Oshawa, Ont., (Mr. Elliott is account executive at J. Walter Thompson, Toronto); Armand Belle to operate 250 w on 1400 kc at Riviere du Loup, Que.

Wilkinson to CJBQ

THOMAS V. WILKINSON, recently discharged from YMCA war services with Canadian armed forces, has been appointed commercial sales manager of CJBQ Belleville, Ont.

AT&T Report Hints Strikes Can Affect Postwar Planning

AS LABOR difficulties last week threatened the nation's telephone system (see page 16), American Telephone & Telegraph Co. raised its own voice in appraisal of its economics, past and future.

Said AT & T's officers in an annual report for 1945: the company's earnings, "subnormal" in the four war years, must burgeon "in the period ahead." A two billion dollar post-war construction program is to proceed as planned.

For AT & T the end of war in 1945 brought an increase in demand for telephone service "beyond even the previous peak levels reached in wartime," the report said. Striving to keep pace with the unprecedented demand, the company furnished more domestic and overseas communications service in 1945 than in any other year.

Video Plans

The company reported "substantial" expansion of its coaxial cable network. By the end of 1945, 2,200 route miles of coaxial cable had been manufactured and about 1,600 miles of it placed. The transcontinental coaxial system to Los Angeles is expected in 1947.

The report said that "work is moving ahead steadily" on the experimental radio relay system between New York and Boston for television transmission. "Present indications are that radio relay systems, as well as coaxial cable and possibly other methods, will play an important part in the extension of Bell System facilities capable of carrying television as well as telephone service," said the report.

Operating revenues in 1945 were $1,930,889,000, up $161,185,000, or 9.1% over 1944. Operating expense before taxes increased $137,604,000 or 12.1%. Total income available for interest and dividends amounted to $230,405,000, or $5,619,000 more than in 1944. Interest charges were reduced by $1,775,000.

Net income of the system applicable to AT&T stock for 1945 was $177,058,000, or $8.93 per share, compared with $8.89 in 1944. Average number of shares outstanding increased from 19,099,723 in 1944 to 19,820,883 in 1945 as the result of bond coversions.

Net Earnings

Net income of AT&T for 1945 (including the company's interest in earnings of subsidiaries only to the extent that such earnings have been received as dividends) was $8.66 per share, compared with $8.54 per share in 1944.

But Bell System earnings in the war years were "subnormal," the report said. Beginning with 1942, earnings on invested capital averaged only 5.5%, lowest in the system's history except in the worst years of the depression. "With the volume of business and operating revenues at record levels in 1945," report pointed out, "earnings on the total capital invested in the business were still only 5.5%."

To finance the construction program which contemplates expenditure of "some two billion dollars" as rapidly as equipment and material can be made and put in service, the company will need "substantial amounts of new capital," said the report.

"If the large sums necessary for such a program are to be obtained when needed and at a reasonable cost, earnings must be maintained at adequate levels."

The "adequate levels," the report pointed out must be higher than those of wartime. In a time of labor distress with production at AT&T's manufacturing subsidiary, Western Electric Co., virtually halted by a long strike and with other operations in peril of severe dislocation by further labor disputes, AT&T's meaning was clear.

RADIO SET OUTPUT RISES IN JANUARY

SHIPMENTS of radio receiving sets from manufacturers totaled 500,000 in January, based on incomplete industry data, according to the monthly report of John D. Small, Administrator, Civilian Production Adm. This was a sharp increase over December and about 45% of the prewar base period rate of 1,100,000 sets per month.

Fourth-quarter shipments in 1945 were only 250,000. (War Production Board last summer had estimated output of several million sets in the quarter.) Delaying factors in production are lack of cabinets, condensers and speakers, with pricing difficulty and labor shortage playing a part in the materials shortages.

A critical tube shortage in less than a week looms, if strike conditions continue. Metal tube assembly line closed down Feb. 22 at RCA-Victor in Harrison, N. J., and the strikes at GE and Westinghouse were reported to be adversely affecting output of tube producers to whom these companies furnish essential tube components.

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ACTIONS OF THE FCC

FEBRUARY 21 to FEBRUARY 28

Decisions . . .

FEBRUARY 21

ACTIONS ON MOTIONS

Thomas J. Watson, Endicott, N. Y.—Granted motion to dismiss without prejudice application for new station.

WRAL Raleigh, N. C.—Granted petition to amend application re transmitter site, add exhibits, etc.; amendment accepted.

Philco Radio & Television Corp., Philadelphia—Granted motion amend application for new video station to change name to Philco Products Inc.; amendment accepted.

850 kc

WOPI Bristol, Tenn.—Petition requesting leave to amend application so as to specify 850 kc instead of 550 kc was considered as petition to dismiss without prejudice; petition granted and application so dismissed.

Bernard Lee Blum, Waterbury, Conn.—Granted motion dismiss without prejudice application for new station.

Virginia Bcstg. Corp., Roanoke, Va.—Granted petition to amend application so as to reflect change in amount of common stock ownership of five or six stockholders in corporation; amendment accepted.

790 kc

Booth Radio Stations Inc., Saginaw, Mich.—Granted petition to amend application so as to specify 790 kc instead of 550 kc, substitute revised engineering report, etc.; amendment accepted, removed from hearing docket.

KSUB Cedar City, Utah—Granted petition to amend application so as to show certain officers and directors of applicant corporation have become stockholders in Idaho Radio Corp., to show certain changes in engineering report to reflect that operation is to be unlimited, to show new site, etc.; amendment accepted.

610 kc

KGGM Albuquerque, N. M.—Granted motion to amend application so as to specify 610 kc instead of 590 kc, change engineering data, etc.; amendment accepted and application removed from hearing docket.

WCAU Philadelphia—Commission, on own motion, ordered that WCAU become party intervenor in consolidated hearing for Easton Publishing Co., Easton, Pa., and Lewis Windmuller and Steel City Bcstg. Co. Inc., Bethlehem, Pa.

WSVA Harrisonburg, Va.—Granted petition to amend application re typographical errors; amendment accepted.

WWSW Pittsburgh, Pa.—Granted petition to amend application to specify new directional antenna array, etc.; amendment accepted.

Dual Engineering Corp., Chicago—Granted petition for waiver Sec. 1.384 and accept late applicant's written appearance in re application. Rules waived, amendment accepted.

Capital City Bcstg. Corp., Baton Rouge, La.—Granted petition to dismiss without prejudice application for new station.

WMFJ Daytona Beach, Fla.—Granted motion to amend application to correct area and population data; amendment accepted.

KRBC Abilene, Tex.—Granted motion for leave to take depositions re application for CP.

Cur-Nan Co., Brockton, Mass.—Granted motion to amend application to specify new transmitter site, new antenna system, etc.; amendment accepted.

WGTM Wilson, N. C.—Granted petition to amend application to show change in phasing of daytime directional antenna system; amendment accepted.

KOAC Corvallis, Ore.—Dismissed petition requesting leave to intervene in hearing on application of Montana Bcstg. and Television Co., Butte, Mont., since petition was made party to hearing by full Commission action on Jan. 20.

Federated Publications Inc., Lansing, Mich.—Granted motion to dismiss without prejudice application for new station.

WSAV Inc., Savannah, Ga.—Granted petition to intervene in hearing on applications of WLAP et al, scheduled Feb. 18-20. (Action taken Feb. 14.)

WJPS Inc., Evansville, Ind.—Granted petition to take depositions re application. (Action taken Feb. 18.)

Pape Bcstg. Co., Pensacola, Fla.—Granted petition dismiss without prejudice application for new station. (Action taken Feb. 14 by Comr. Wakefield.)

1240 kc

Joseph M. Viana, Woonsocket, R. I.—Adopted order designating for consolidated proceedings with application of Norwich Bcstg. Co. et al, scheduled for Feb. 27 at Waterbury, Feb. 28 at Norwich, March 1 at Woonsocket, March 2 at Worcester; ordered Viana held for further hearing in Washington at date to be later designated; further ordered bill of particulars in proceedings amended to include application of Joseph M. Viana, requesting 1240 kc 250 w unlimited.

FEBRUARY 25

1580 kc

Harold H. Thoms, Durham, N. C.—Proposed decision announced, to deny application for CP new standard station 1580 kc 1 kw unlimited.

FEBRUARY 26

(BY ADMINISTRATIVE BOARD)

KONP Port Angeles, Wash.—Granted modification of license to change corporate name to Radio Pacific Inc. Licensee granted a waiver of Sec. 3.55(b) and 3.60 of the commission's rules; conditions.

KJBS San Francisco, Cal.—Granted license to cover CP which authorized installation of a new transmitter and increase in power to 1 kw.

KSAL Salina, Kan.—Granted authority to determine operating power by direct measurement of antenna power.

WPAY Portsmouth, Ohio—Granted CP to install a new transmitter.

WJOL Joliet, Ill.—Granted modification of license to change corporate name to Joliet Broadcasting Co. This license is granted upon a temporary basis only and upon the express condition that it is subject to whatever action may be taken by the commission upon the pending application for renewal of license of WJOL. Nothing contained herein shall be construed as a finding by the Commission that the operation of the station is or will be in the public interest beyond the express terms hereof.

KSMA Santa Maria, Cal.—Granted modification of CP which authorized a new station, for change in studio location to U. S. Highway 101, 1½ miles north of center of Santa Maria, Calif. the location of transmitter site. Also waiver of Secs. 3.55(b) and 3.60 granted; conditions.

FEBRUARY 27

1310 kc

W. W. Couch Jr., S. H. Campbell Jr., and W. H. Lancaster Jr., Durham, N. C.—Granted CP new station 1310 kc 1 kw, daytime only.

730 kc

Durham Bcstg. Co. Inc., Durham, N. C.—Granted CP new station 730 kc 500 w daytime.

750 kc

Davenport Bcstg. Co. Inc., Davenport, Iowa—Granted CP new Class II standard station on 750 kc 250 w daytime only.

1560 kc

Unity Corp. Inc., Toledo, Ohio—Granted CP new station 1560 kc 1 kw daytime.

1210 kc

Hobart Stephenson, Centralia, Ill.—Granted CP new station 1210 kc 1 kw daytime, employing a non-directional antenna.

1490 kc

WMOG Brunswick, Ga.—Granted modification of license to increase operating power from 100 w night 250 w day to 250 w unlimited time.

1010 kc

Santa Clara Bcstg. Co., San Jose, Calif.—Designated for hearing application for new station to operate on 1010 kc 1 kw daytime.

1490 kc

Elmer R. Noll and Frank A. Dieringer, a partnership, d/b as Chillicothe Bcstg. Co., Chillicothe, Ohio—Designated for hearing in a consolidated proceeding with application of Shawnee Bcstg. Co., application of Chillicothe Bcstg. Co., to use 1490 kc 100 w unlimited time. Shawnee Bcstg. Co. also requests 1490 kc 250 w unlimited.

1230 kc

James A. Noe, Lake Charles, La.—Designated for hearing application for a new station to operate on 1230 kc 100 w unlimited time; site to be determined.

The Board of Education of the City of Detroit, Detroit, Mich.—Granted CP for new non-commercial education station; subject to Commission approval of transmitter, antenna details, and frequency and modulation monitors; channel to be assigned by the Commission's Chief Engineer.

FEBRUARY 28

WFCI Pawtucket, R. I.—Granted motion of WFCI to dismiss the petition of WCBM for reconsideration of the Commission's action of Jan. 16 granting without hearing the application of WFCI to increase power from 1 to 5 kw, and to designate that application for hearing, and the petition of WCBM for reconsideration and hearing was dismissed.

The Fort Lauderdale Bcstg. Co., Fort Lauderdale, Fla.—Granted authority to use call letters WFTL for new station granted on January 16.

WSRR Stamford, Conn.—Granted request to change call letters of station WSRR to WSTC.

Whiteville Bcstg. Co., Whiteville, N. C.—Granted authority to use call letters WENC for new station authorized on Jan. 9.

1510-1140 kc

Mansfield Journal Co., Mansfield, Ohio; The Lorain Journal Co., Lorain, Ohio—Designated for consolidated hearing the applications of Mansfield Journal Co. for a new station in Mansfield, Ohio, to operate on 1510 kc 250 w daytime, and application of The Lorain Journal Co. for a new station at Lorain, to operate on 1140 kc 250 watts daytime.

960 kc

KGKL San Angelo, Tex.—Granted petition of KGKL requesting that its application to change operating assignment to 960 kc 1 kw, 5 kw-LS unlimited, be designated for consolidated hearing with applications of Lubbock Bcstg. Co., Lubbock, Texas, and Worth Bcstg. Co., Fort Worth, Texas, which were designated for consolidated hearing on Feb. 1.

1490 kc

Pinnacle Bcstg. Co., Middlesboro, Ky.—Granted petition requesting that its application be designated for hearing in a consolidated proceeding with the application of Cumberland Gap Bcstg. Co., Middlesboro, Ky. Both applicants request 1490 kc 250 w unlimited.

A. M. Garrison, et al, a partnership d/b as Tifton Bcstg. Co., Tifton, Ga.—Granted petition requesting that its application be designated for hearing in a consolidated proceeding with application of Walter A. Graham, applicant for a new station in Tifton.

1400 kc

Kenneth Kesterson and Charles Penix, d/b as Radio Engineering Service, Pine Bluff, Ark.—Designated for hearing in consolidation with application of Arkansas Democrat, Little Rock, the application of Radio Engineering Service, both requesting use of 1400 kc 250 w unlimited time; hearing to be held in Little Rock March 22.

550 kc

The Commission having under consideration the applications requesting the frequency 550 kc, which applications have been designated for hearing in a consolidated proceeding which began on February 25; ordered that the Bills of Particulars issued in connection with these applications be enlarged to include the following issue:

"To determine the most efficient and equitable manner in which the 550 kc

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regional frequency may be utilized."

The Commission further ordered that the engineering testimony to be presented in said consolidated proceeding be postponed until April 1, 1946, and further ordered that any amendments to the applications shall be submitted to the Commission prior to March 20.

United Bcstg. Co., Cleveland, Ohio—Granted CP new developmental station, frequencies to be assigned by the Commission's Chief Engineer from time to time; 1 kw power.

Granted 15 additional conditional FM stations, bringing total to 345.

(Story and list on page 88).

Chesapeake Bcstg. Co., Washington, D. C.—Adopted order designating application for hearing in consolidation with applications of Marcus Loew Booking Agency, et al, for new FM station in Washington, D. C., March 11; ordered proceedings be amended to include application.

FEBRUARY 28

ACTION ON MOTIONS

By Comr. Walker

Bamberger Bcstg. Service Inc., Philadelphia—Granted motion to dismiss without prejudice application for commercial television station.

WMOB Mobile, Ala.—Granted motion to dismiss without prejudice application for a new station.

Warner Bros. Bcstg. Corp., Hollywood—Granted petition for leave to amend its application for commercial television station, so as to specify a new transmitter and site, and assignment of Channel No. 5 instead of No. 3, etc. and the amendment was accepted.

Phoenix Bcstg. Inc., Phoenix, Ariz.—Granted motion to dismiss without prejudice application for a new station.

Central La. Bcstg. Corp., Alexandria, La.—Dismissed petition requesting postponement of hearing scheduled for Feb. 28. This petition has become moot since the application was granted on Feb. 20.

Fred O. Grimwood, Bloomington, Ind.—Granted petition requesting leave to amend its application so as to specify power of 250 w instead of 100 w, etc., and the amendment was accepted.

KSEI Pocatello, Ida.—Granted motion for continuance of hearing now scheduled for March 8, continuing same to April 15, in re applications of KSEI and KVAN.

Danville Bcstg. Co., Danville, Ky.—Granted petition requesting leave to amend its application so as to specify 250 w instead of 100 w, show revised engineering data, etc. The amendment filed was accepted and issues in notice of hearing relating to use of 100 w deleted from said notice.

KSUB Cedar City, Utah—Granted motion to take depositions in re its application.

KOVO Provo, Utah—Granted motion to take depositions in re application.

KRBC Abilene, Tex.—Granted petition requesting permission for T. J. McMahon to appear as attorney in the deposition proceedings to be held March 15.

WKBZ Muskegon, Mich.—Granted motion for postponement of hearing now scheduled for March 12 in re applications of WKBZ and Fetzer Bcstg. Co., and continued said hearing to April 11.

KOY Phoenix, Ariz.—Granted petition insofar as it requests leave to intervene in the hearing on application of KOAC Corvallis, Ore., and waiver of Sec. 1.254 of the Commission's Rules; denied petition insofar as it requests inclusion of the following written issue in the notice of hearing upon this application: "To determine whether the operation of Station KOAC as proposed would involve objectionable interference with station KOY Phoenix, Ariz., and if so, the nature and extent thereof, the areas and populations affected thereby, and the availability of other broadcast services to such areas and populations."

Ohio Mich. Bcstg. Corp., Toledo, Ohio—Granted petition for leave to intervene in the consolidated hearing scheduled for March 4 in re applications of WICA Inc., et al.

Fred O. Grimwood, Bloomington, Ind.—Granted motion requesting continuance of hearing now scheduled for March 4, and continued same to May 7.

By Comr. Durr

Public Information Corp., Durham, N. C.—Granted motion requesting leave to take depositions and waiver of Sec. 1.221 of Commission's rules, in hearing now scheduled for March 8-16, upon movant's application for a new station. (Action taken 2-26.)

Altoona Bcstg. Co., Altoona, Pa.; Thompson Bcstg. Co., Altoona—Ordered that the hearing on these cases now scheduled for Feb. 27 and 28 at Altoona, be postponed to March 22 and 23 at Altoona. (Action taken 2-21.)

Columbia Bcstg. System, Boston, Mass., et al; Harvey Radio Labs. Inc., Cambridge, Mass., et al—Ordered that the hearing now scheduled in Boston for March 11 on applications for new FM stations be continued to April 2, 1946. (Action taken 2-20.)

Hearings This Week

MONDAY, MARCH 4
Consolidated Hearing, 10 a.m.
City Hall, Brockton, Mass.
Before Comr. Wills

Bay State Beacon, Brockton; Mitchell G. Meyers, Reuben E. Aronhein, & Milton H. Meyers, Brockton; Plymouth County Bcstg. Corp., Brockton; Old Colony Bcstg. Co., Brockton—All applying for CP new station 1450 kc 250 w unlimited.

(WPOR, Intervenor).

Consolidated Hearing, 10 a.m.
Washington, D. C.

WICA Ashtabula, Ohio—CP 970 kc 1 kw night 1 kw day unlimited, directional antenna night; **WWSW Pittsburgh**—CP 970 kc 5 kw unlimited, directional antenna day and night; **WSVA Harrisonburg, Va.**—CP 970 kc 5 kw unlimited, directional antenna night; **WEBR Buffalo, N. Y.**—CP 970 kc unlimited.

(Michigan-Ohio Bcstg. Co., Intervenor.)

FRIDAY, MARCH 8
Hearing 10 a.m.
Washington, D. C.

Diamond State Broadcast Corp., Dover, Del.—CP new station 1340 kc 250 w unlimited.

(WINX Washington, intervenor).

Hearing 10 a.m.
Washington, D. C.

WDNC Durham, N. C.—CP 620 kc 1 kw night 5 kw day unlimited, directional antenna day and night; **Charles H. Russell, W. B. McCarty, T. E. Wright & C. A. Lacy, a limited partnership d b as Rebel Bcstg. Co., Jackson, Miss.**—CP new station 620 kc 1 kw night 5 kw day unlimited, directional antenna night; **WRAL Raleigh, N. C.**—CP new station 1 kw night 5 kw day, directional antenna night and day; **WROL Knoxville, Tenn.**—CP 620 kc 5 kw unlimited, directional antenna night and day; **Virginia Bcstg. Corp., Roanoke, Va.**—CP new station 620 kc 1 kw unlimited, directional antenna night and day; **KWFT Wichita Falls, Tex.**—CP 620 kc 5 kw night with directional antenna, 5 kw day.

(WSUN St. Petersburg, Fla.; WLVA Lynchburg, Va.; WSLS Roanoke, Va.—Intervenors).

Applications . . .

FEBRUARY 21

City of Jacksonville, Fla.—CP new FM station 98.0 mc and coverage 13,720 sq. mi. Amended to change transmitter location.

730 kc

Kaw Bcstg. Inc., Topeka, Kans.—CP new station 1020 kc 1 kw daytime operation. Amended to change frequency to 730 kc, antenna changes.

KFLW Klamath Falls, Ore.—Modification of CP requesting extension of completion date to May 3, 1946.

Applications Tendered for Filing:

1490 kc

The Yankee Network, Portland, Me.—CP new station 1490 kc 250 w unlimited.

WAYS Charlotte, N. C.—CP increase from 1 kw day operation to 1 kw night and 5 kw day and install new transmitter.

1340 kc

John P. Rabb, Lenoir, N. C.—CP new station 1340 kc 250 w unlimited.

960 kc

KGKL San Angelo, Tex.—CP change from 1400 kc to 960 kc, increase from 250 w to 1 kw night and 5 kw day, install new transmitter and directional antenna for night use, change trahsmitter location.

1400 kc

Billy Averitte Laurie, Jacksonville, Tex.—CP new station 1400 kc 100 w unlimited.

1510 kc

Frank E. Fowler, Craig Siegfried, Charles Siegfried and Cedric Siegfried, d/b as The Blue Valley Co., Independence, Mo.—CP new station 1510 kc 1 kw daytime operation.

FEBRUARY 25

Radio Americas Corp., San Juan, P. R.—CP new community FM station to be operated on channel 286.

1450 kc

Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, Brockton, Mass.—CP new station 1450 kc 250 w unlimited. Amended to add name of Alfred Leslie Duncombe to name of partnership.

1450 kc

Utica Observer-Dispatch Inc., Utica, N. Y.—CP new station 1450 kc 250 w unlimited. Amended re changes in officers and stockholders, change type of transmitter and specify studio location.

WNYC New York—Extension of Special Service Authorization to operate additional time between the hours of 6:00 a.m., EST, and sunrise at New York, N. Y., and between the hours of sunset at Minneapolis, Minn., and 10 p.m., EST, using directional antenna designed therefor, for the period beginning March 2, 1946.

1530 kc

Patrick Joseph Stanton, Philadelphia—CP new station 1530 kc 10 kw and daytime hours of operation.

1540 kc

W. J. Marshall, Cleveland, Ohio—CP new station 1540 kc 1 kw daytime hours of operation.

1450 kc

John W. Grenoble, Joseph L. Maguire, John T. Maguire and Kenneth F. Maguire d b as Miners Broadcasting Service, Pottsville, Pa.—CP new station 1450 kc 250 w unlimited. Amended to change name of applicant to Joseph L. Maguire, Kenneth Maguire, John T. Maguire, John Grenoble, Evan Evans, Patrick J. McCall, James Koch and James J. Curran d/b as Miners' Broadcasting Service.

1540 kc

N. Joe Rahall, Sam G. Rahall, Farris E. Rahall & Deem F. Rahall, a partnership d b as Allentown Broadcasting Co., Allentown, Pa.—CP new station 1540 kc 1 kw daytime.

630 kc

WCPO Cincinnati, Ohio—CP change from 1230 kc to 630 kc, increase from 100 w night and 250 w daytime to 1 kw night and 5 kw daytime, install new transmitter and directional antenna for day and night use and change transmitter location. Amended re change in transmitter location and changes in directional antenna system for day and night use.

WDAD Indiana, Pa.—License to cover CP for a new station and authority to determine operating power by direct measurement of antenna power. Amended to cover construction permit for change in type of transmitter and omit request for studio move as requested by above license application.

Tri-City Broadcasting Co., Bellaire, Ohio—CP new metropolitan FM station.

1450 kc

Everglades Broadcasting Co., Ft. Lauderdale, Fla.—CP new station 1450 kc 250 w unlimited. Amended to change location of transmitter and studio from Ft. Lauderdale to Miami, Fla.

WMBC Macon, Miss.—Modification of CP which authorize construction of a new standard broadcast station for approval of transmitter and studio locations and antenna and change type of transmitter.

950 kc

Valdosta Bcstg. Co., Valdosta, Ga.—CP new station 950 kc 1 kw night and 5 kw daytime, unlimited, using directional antenna at night. Amended to change transmitter location and changes in directional antenna system for day and night use.

960 kc

West Memphis Bcstg. Corp., West Memphis, Ark.—CP new station 960 kc 1 kw daytime.

1490 kc

James J. Murray, Lewisburg, Tenn.—CP new station 1490 kc 250 w unlimited.

630 kc

WSAV Savannah, Ga.—CP change from 1340 kc to 630 kc, increase from 250 w to 5 kw, install new transmitter and directional antenna for night use and change transmitter location. Amended re changes in directional antenna, night.

1290 kc

Greater Peoria Radiobroadcasters Inc., Peoria, Ill.—CP new station 1290 kc 1 kw unlimited, using a directional antenna day and night. Amended to change power from 1 kw day and night to 1 kw night and 5 kw daytime, change type of transmitter, changes in directional antenna system for day and night use and change transmitter location.

WCLO Janesville, Wis.—Voluntary assignment of license to Southern Wisconsin Radio Inc.

KELO KSOO Sioux Falls, S. Dak.—Involuntary transfer of control of licensee corporation from Joseph Henkin, deceased, to Morton H. Henkin and Ruth J. Henkin, executors of the estate of Joseph Henkin, deceased.

WCAL Northfield, Minn.—Modification of license to change hours of operation from daytime, sharing with KUOM to daytime. (Facilities to be relinquished by KUOM.)

Radio Station WOW Inc., Omaha, Neb.—CP new commercial television station on channel 4 and ESR of 1500. Amended to change frequency to channel 3 (60-66 megacycles).

1490 kc

United Bcstg. Co., Ogden, Utah—CP new station 960 kc 250 w unlimited. Amended to change frequency to 1490 kc.

550 kc

Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall d b as Montana Bcstg. and Television Co., Anaconda, Mont.—CP new station 550 kc 1 kw unlimited, using a directional antenna at night. Amended to make changes in transmitting equipment and directional antenna for night

(*Continued on page 87*)

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Chief engineer—for proposed station in midwest. Need man with experience installing broadcast equipment and starting new station, directing and training assistants. AM and later FM operation. Permanent position for family man in attractive small city. Announcing ability desirable, but no transcription now. Send full details of experience, education, personal background and salary expectation to Box 894, BROADCASTING.

We want a first class, versatile announcer for our southeastern 5 kw NBC operation. He must have not only a good selling voice, but also a genuine interest in the region we serve . . . and an ambition to identify himself with affairs of that region. We'll give him a base salary of $50.00 weekly plus opportunities to audition for talent programs now open for substantial extra compensation. One of these talent programs is twice daily sports program. Box 909, BROADCASTING.

Radio advertising salesman. New agency. Opportunity for producer. Box 919, BROADCASTING.

Station manager—For Southern California FM station in prosperous area. Our man must be aggressive but sound, with successful experience in management, sales, community activities, programming, in cities under 150,000. Excellent salary with eventual part ownership possible. Write in full, with salary record, references, and photo. Box 920, BROADCASTING.

Wanted—Michigan area station wants experienced staff announcer. Prefer married man, with at least three years background. Top salary to the right man. Must be prepared to send photo and audition disc. Write Box 922, BROADCASTING.

Announcer—Play by play football experience desirable but not necessary. Give complete experience and background. Salary, $40.00 plus talent. WMRF, Lewistown, Pennsylvania.

Operator—Immediate opening. Experience desirable but not necessary. KTRI, Sioux City, Iowa.

Writer. Experienced in commercial copy for local selling. 5 kw midwestern network affiliate permanent with exceptional opportunity. Reply in confidence giving full particulars about yourself, salary expected, when available and enclose snapshot. Box 937, BROADCASTING.

Wanted—Engineers, announcers, writers, program director, salesmen to staff new kilowatt station in midwest. Good opportunities for experienced persons with constructive ideas interested in station with rural coverage. Send complete details, experience and reference letters. Box 938, BROADCASTING.

Situations Wanted

Chief engineer seeks position with progressive station. Experienced in all phases of radio station operation, maintenance and installation. Past employers and associates testify to ability as the working kind of executive who gets a job done well. Box 544, BROADCASTING.

Ex-Red Cross girl desires permanent position with small, progressive station west coast. Educational and children's programs; writing; production; public relations. 3 years small station experience. Box 812, BROADCASTING.

Veteran with acting, some announcing experience, wants small station, permanent; good voice, college, will travel salary secondary. Box 877, BROADCASTING.

Agencies—Stations—What can you offer family man 25, six years experience in radio announcing, writing, production? Box 883, BROADCASTING.

Salesman, 30, veteran with sales, traffic and radio experience desiring permanent sales position in eastern city. The best of references and an interesting presentation available on request. Box 885, BROADCASTING.

Situations Wanted (Cont'd)

Veteran—25, three years diversified experience in radio. Consider all offers. Box 884, BROADCASTING.

New station? You need sure-fire, experienced, productive, announcers; who can program, script, remote, disc jockey—want more? Wire or write immediately to Box 889, BROADCASTING.

Announcer—Veteran—seeking affiliation with progressive organization. Experienced 1 kw station—news, sports, commercials, record shows, remotes, etc. Can also operate controls. Transcription on request. Box 893, BROADCASTING.

We handle any radio station from the idea in your mind thru the application, building and "on the air" procedures. Our clients tell our story for us. Box 899, BROADCASTING.

Station manager—Available soon. Veteran, 29, married. 5 years experience. Thorough knowledge all phases of station operation. Prefer southwest. Box 900, BROADCASTING.

Program director desires change. Now connected with metropolitan key network station. Experienced all phases of operations. Box 901, BROADCASTING.

Announcer—salesman for growing small station. Desire work into business-sales managership. Sales experience—limited announcing experience—good voice personality. Ex-Navy Lieut.; 29, advertising degree. Box 906, BROADCASTING.

Script writing, acting, announcing: experience—2½ years NBC studio engineer. 24, married. Want position writing and/or production. Box 911, BROADCASTING.

News editor—Leaving NBC after 2½ years to make way for returning vet. 25, married. 6 years writing—announcing news, special events. Box 912, BROADCASTING.

Announcer—sportscaster, 2 years experience in Big Ten. All sports. Disc jockey, know transcription services, control operation, staff. Full details on request. Box 913, BROADCASTING.

Navy AFRS veteran. Available March 15. Anxious to read your commercials. Eight years program director. Network announcing experience. Family man. Desires permanent position. Will air mail transcription. Box 914, BROADCASTING.

Newspaper-trained, radio experienced newsman available. News editor big station last three years. References, transcription. Box 915, BROADCASTING.

All around man for new small station, news rewrite, commercial script, program ideas, announcing; 30, single, veteran, former newspaper, advertising agency copywriter. Box 916, BROADCASTING.

Writer announcer. Sports, news and special events announcer. Continuity, copy writer. College journalism grad, married. Handled news and sports for northwest stations before induction. Radio and newspaper work in Army. Box 917, BROADCASTING.

Commercial manager—Who believes in aggressive programming and local production. Prolific in ideas and showmanship, with excellent record of results and earnings. Interested in percentage or bonus proposition or will purchase working interest. Box 918, BROADCASTING.

Sales manager—National, regional. Experience: doing real merchandising advertising promotion job. Sold every type national account. Proven producer. Ontray to agencies. Desire permanent connection with station that will appreciate results and compensate for same. Letters proving ability. Box 921, BROADCASTING.

13 years newspaper experience plus radio and 4 years government service. Can prepare and deliver straight factual news summary daily, or direct station's entire news program. Also available for public relations. Box 923, BROADCASTING.

Station or commercial manager seeks position with established station or one with construction permit. Able to take complete charge, excellent record past management which included outstanding sales job. Good references. Box 926, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Experienced, news, sports. Desire full time permanent connection. Now part time basis. Returning vets working. Knowledge all sports, newswise. Have college degree. Available two weeks. Box 928, BROADCASTING.

Home economist—Attractive voice, pleasing personality, excellent background. Young with new ideas! Salary secondary, opportunity first! Box 930, BROADCASTING.

Station manager—Experienced in programming—sales-engineering. Currently managing successful network affiliate. Box 931, BROADCASTING.

Salesman—Age 26 with network station experience desires permanent position. Box 933, BROADCASTING.

News editor, commentator, safe, sane, progressive, sober, reliable, hardworking, congenial, cooperative. No dependents. Go anywhere. Reorganize or take charge radio news bureau large or small station. Age 46, 15 years newspaper background in America and foreign countries. Salary secondary to build-up possibilities. Box 934, BROADCASTING.

Progressive managers please note. Experienced couple want change for better. Capable P. D. 36, and wife, fashion commentator-writer. Vet, 5 years experience, now employed announcer—writer—executive. Wife, 3 years continuity, now sponsored commentator. Box 935, BROADCASTING.

Veteran—26, first class license. Experience includes, control room 5 kw, transmitter 1 kw, radar—repairman in Army. Box 936, BROADCASTING.

Announcer—operator. Single. 25. College graduate. 4 years Navy Air Corps. Know only basic fundamentals from reputable radio school. No actual experience, but willing and capable worker. Will work for low salary. Prefer south. Will send record or call personally. Write or wire R. D. Thomas, 616 So. Willow, Tampa, Fla.

Engineer, 24, veteran, single, first fone license, 3 years broadcast operation and maintenance experience. Prefer midwest. $35.00 per wk. R. K. Bolles, 1324 Beach Ave., Lakewood 7, Ohio.

Engineer—Veteran, 9 years chief engineer of local, 3 years Army radar technician. Excellent maintenance installation man. Desires position with eastern progressive station with advancement opportunities. Age 31, married. G. H. Brewer, 633 Washington Ave., Hagerstown, Maryland.

Engineer discharged from Army. 1st class ticket. Maintenance, installation and operation radio-teletype, DF, airways communications, radar, FM, antennas, commercial broadcast experience. Prefer communications field, accept commercial work. Donald E. Kinker, 1701 E. Kendall Ave., Portsmouth, Ohio.

Engineer—4 years: broadcasting, Navy radio technician; maintenance, installation, operation to 10 kw. Dependable family man, pleasant, energetic, age 30. Desire position chief or assistant, live southern station. Ernest W. Green, AETM 2/c, 1018 11th St., Corpus Christi, Texas.

Ambitious, eager veteran. Announcer—actor, 22. Educational and commercial radio experience. Two years on Army radio station. Continuity for musical and commercial shows. Sydney Steinberg, 3810 Fillmore St., Chicago, Ill.

Three years entertaining with own show as part of Armed Forces. Master Ceremonies total eight years. Some radio experience in service. Good at ad libbing, audience participation. Prefer small station in southeastern states. Contact Howard "Buddy" Blake, 5110 Richard Avenue, Baltimore 14, Maryland.

Veteran wants salesman or station manager job; 2½ years experience as assistant office manager, WBBM, Chicago. Prefer midwest. Vincent A. Rosciglione, 6738 N. Talman Ave., Chicago 45, Ill. Amb. 0964.

Engineer, 1st class, 38 years, single, 24 years experience, specializes repair and installation of broadcast station equipment, also as chief engineer several net stations. W. V. Rockefeller, Wood River, Nebraska.

Experienced radio merchandising salesman—Previously with large station. Prefer connection in Manhattan. Drug and grocery merchandising. Veteran. Alvin Gross, 227 W. 46 St., New York City, Circle 6-4680.

College graduate—Speech, dramatics, radio. Veteran, 29. Write, act, direct, announce. Directed stage shows overseas. Thorough radio schooling in workshops, two stations, universities. Invaluable all-around man. Will go anywhere. Edward C. Benfield, 15 Cambridge St., Rockville Centre, N. Y.

Situations Wanted (Cont'd)

Radio man seeking permanent position with good future. Formerly program director 1000 w station. News, sports, commercial announcing, production, musical directing and programming experience. References. Married, 30 years old, veteran. Available immediately for any location. Box 925, BROADCASTING.

Experienced announcer, actor, narrator—three years network radio. Naval vet, 26. Desires position staff announcer preferably northwest or Rocky Mountain area. Two years college. Married. Sick of big city life. Audition disc available immediately. Charles Bernard, 109-17 Jamaica Ave., Richmond Hill 18, New York.

Assistant station manager. Experienced announcer, program director, writer. University graduate, business background. Veteran. Stephen M. Coleman, 732 Bittersweet Place, Chicago, Ill. Bitt 7460.

Salesman—Ex-Navy lieutenant, 27. Lawyer, excellent appearance, personality. Limited professional radio selling, but other selling and advertising agency experience. Amateur announcing, dramatics and production. Richard X Meltzer, 2141 East 27 St., Brooklyn 29 New York.

Attention, station managers! Veteran married, sincerely interested radio announcing. Studied School Radio Technique, Radio City, New York. Experience announcing, newscasting, copywriting, radio acting; narrator, OPA series; with KNOE Louisiana. S. Kneidel 486 Shepherd Ave., Brooklyn, N. Y.

Taxes—Certified Public Accountant, specializing in tax returns. Will oblige at your convenience. S. Cohen, Wisconsin 7-4056, 1441 Broadway, 19th Floor.

Young veteran, writer of MacArthur's Daily Communique, former editor, copywriter and publicist, desires position on minimum salary-training basis with reputable radio network or station. College man, widely traveled. Best of references. Jay W. Jensen, Millbrooke Farm, Bealeton, Va.

Sports announcer—8 years network and local. Recently honorably discharged. 30, single, college knowledge, Armed Forces Radio Stations overseas. Contact Marv Conn, 225 N. Celia Avenue Muncie, Indiana; Tel. 5392.

Need an experienced, hard-working capable announcer? Immediately available. Contact Douglas Meltzer, 158 Surf St., Santa Monica, Calif.

Vet, 6 months announcing on 250 watter, has originality and leans to writing. Desires announcing with GI on-job training deal. Audition available. Box 941, BROADCASTING.

Marine veteran, 16 years background in radio covering every conceivable phase of the business of broadcasting, desires managerial position. Willing to invest money with services. Have operated own station in metropolitan market and can show unusual record of developing listener ratings against strong competition. Widely known in radio industry Best references. Box 940, BROADCASTING.

Wanted to Buy

Wanted to buy—Local radio station anywhere in U. S. Send full details and price confidential. Box 924, BROADCASTING.

Wanted—Two W. E. 9—A reproducers complete, also RCA TMV—129 B crystal oven. Box 929, BROADCASTING.

Wanted to buy—All or part of local station which is now operating at a loss or near the border. Box 932, BROADCASTING.

WPOR, the basic ABC station for Portland, Maine, will start March 18 and needs four announcers who can handle controls, one of whom must have first class ticket. Must be veterans now located in New England. Sell yourselves in a letter. Applications from copywriters must be a demonstration of copywriting ability.

FCC Actions

(Continued from page 85)

use and change transmitter and studio locations from Anaconda to Butte, Mont.

1380 kc

United Bcstg. Co., a co-partnership composed of George Mardikian, George Snell, Barnard Floyd Farr, S. A. Melnicoe and Alfred Arem, San Jose, Calif.—CP new station 1380 kc 250 w unlimited. Amended to change frequency to 1370 kc power to 1 kw, change type of transmitter, install directional antenna for day and night use and specify transmitter and studio locations.

970 kc

Sun River Broadcasters Inc., Great Falls, Mont.—CP new station 970 kc 5 kw unlimited, using directional antenna at night.

Applications Received:

Bay State Bcstg. Co., New Bedford, Mass.—CP new metropolitan FM station on channel 259.

Twin City Bcstg. Co. Inc., Lewiston, Me.—CP new metropolitan FM station with coverage of 7,421 sq. mi.

Applications Returned:

1340 kc

Glacus G. Merrill and Andrew H. Kovlan, a partnership d/b as Mountain State Bcstg. Co., Clarksburg, W. Va.—CP new station 1340 kc 250 w unlimited. (Incomplete.)

Intermountain Bcstg. Corp., Salt Lake City, Utah—Modification CP as modified which authorized a new experimental television broadcast station for extension of completion date (construction permit expired).

Applications Tendered for Filing:

790 kc

Antilles Bcstg. System Inc., Rio Piedras, Puerto Rico—CP new station 790 kc 5 kw unlimited.

1340 kc

Clearwater Bcstg. Co. Inc., Clearwater, Fla.—CP new station 1340 kc 250 w unlimited. (Contingent on grant of WLAK application for 1430 kc.)

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WKXL Concord, N. H.—Modification CP which authorized a new station for approval of antenna and approval of transmitter and studio locations.

The Trustees of the University of Pennsylvania, Philadelphia, Pa.—CP new non-commercial educational broadcast station to be operated on 42.9 mc 10 kw.

WSAZ Inc., Huntington, W. Va.—CP new metropolitan FM station. Amended to specify antenna system.

Wanted to Buy (Cont'd.)

Wanted—RCA 46-B Mixer, any condition. Premier Radio Enterprises, Inc., 3033 Locust St., St. Louis 3, Mo.

If your radio property needs (1) financial assistance, (2) managerial and programming guidance, of an aggressive and tested method, I might be your man. My background includes 16 years of radio from the technical to the managerial side, from 250 to 50 kw. Ex-Marine Corps. Best references. Box 939, BROADCASTING.

For Sale

For immediate sale—One used 250 watt RCA transmitter in good condition. Box 908, BROADCASTING.

For sale—One RCA one-kw transmitter type 1-C complete with modulation and frequency monitors. Also, two 125 foot self supporting steel towers. This equipment now operating as auxiliary transmitter. Available immediately. Box 910, BROADCASTING.

For sale—FCC approved 250 watt composite transmitter extra heavy duty components throughout. Is equipped with 1400 kc crystal. J. R. Whitworth, Ellendale, Tennessee.

1—Prewar General Radio Frequency monitor, consists of GR type 575-E Piezo Elec. Oscillator and 1—type 581-B Deviation Meter complete with tubes, instruction books, and crystals for 1130 kc and 1180 kc monitoring. Make offer to Chief Engineer, WTCN, Minneapolis.

Miscellaneous

Radio announcers seeking jobs by voice recording, send for sensational new audition script. Written by topnotch network writer. Guaranteed to impress employer. Price $1.00. Box 927, BROADCASTING.

Esso Travel Film

ESSO MARKETERS last Wednesday previewed by television on WNBT New York *"A Date With West Virginia,"* first of a series of travel films the company is making to promote touring in the states where Esso products are sold. Program was placed by Marschalk & Pratt Co., New York.

Test by the Blind

FOUR blinded servicemen last week tested dramatic impact of "You Make the News," MBS Thurs. 10-10:30 p.m., as part of a rehabilitation course conducted by New York Institute for the Education of the Blind. Institute believes that the blind, who develop keen auditory perception, should make good judges for the trueness of dramatic impact of radio shows.

Format, Aftermath

FORMAT of George Burns and Gracie Allen's NBC program last week was built around the letter which they thought was from President Harry Truman. The President actually sent them a telegram the following morning. The message read, "We all enjoyed the show immensely. There was more truth than poetry in many of the jokes. Mrs. Truman, Margaret and myself listened with a lot of pleasure. I would like a copy of the script."

Prince Is Honored

DAVID C. PRINCE, vice president of general engineering and consulting laboratory, General Electric Co., has been awarded the 1945 Lamme Medal of the American Institute of Electrical Engineers "for his distinguished work in the development of high voltage switching equipment and electronic convertors." Medal will be presented at Institute's summer convention June 24-28 in Detroit.

James to Erwin, Wasey

RICHARD E. JAMES, returned from two years' service with the American Red Cross and prior to that with Peck Adv., has joined Erwin, Wasey & Co. as account executive.

WMLT Dublin, Ga.—Voluntary assignment of license to George T. Morris, tr/as Dublin Broadcasting Co.

930 kc

WSLI Jackson, Miss.—CP change from 1450 to 930 kc, increase from 250 w to 5 kw, install new transmitter and directional antenna for night use, and change transmitter location. Amended re changes in directional antenna.

KASA Elk City, Okla.—Voluntary transfer of control of licensee corporation from Walter G. Russell and Hoyt Houck to Lonnie J. Preston (8438 shares common stock—75% outstanding).

Mississippi Bcstg. Co. Inc.—CP new relay broadcast station. Amended to change frequencies to 1606, 2074, 2102, 2758 kilocycles.

940 kc

KLPM Minot, N. D.—CP change from 1390 to 940 kc, change power from 1 kw day and night to 5 kw day and 1 kw night, and install new transmitter and directional antenna for night use. Amended to omit request for change in frequency and installation of directional antenna.

Dairyland's Bcstg. Service Inc., Marshfield, Wis.—CP new community FM station to be operated on frequency and coverage to be assigned by FCC.

Applications Received:

Oklahoma Press Publishing Co., Muskogee, Okla.—CP new metropolitan FM station to be operated on frequency to be determined by Chief Engineer of FCC and coverage to be determined.

Applications Tendered for Filing:

730 kc

Madisonville Bcstg. Co. Inc., Madisonville, Ky.—CP new station 730 kc 250 w daytime.

1050 kc

Northern Kentucky Radio Corp. Inc., Covington, Ky.—CP new station 1050 kc 250 w daytime. (Application resubmitted.)

1180 kc

Eugene J. Roth, Jack L. Pink and James M. Brown d/b as Radio Bcstg. Associates, a partnership, Houston, Tex.—CP new station 1180 kc 250 w daytime.

1490 kc

Ogden Bcstg. Co. Inc., Ogden, Utah—CP new station 1490 kc 250 w unlimited.

1340 kc

Mario Acosta, Mayaguez, Puerto Rico—CP new station 1340 kc 250 w unlimited.

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910 kc

The Central Connecticut Bcstg. Co., New Britain, Conn.—CP new station 910 kc 5 kw unlimited, using directional antenna at night.

1560 kc

WQXR New York, N. Y.—CP to make changes in transmitting equipment and increase power from 10 kw to 50 kw.

1320 kc

H. M. Suthard and P. M. Mullins d/b as Mayfield Bcstg. Co., Mayfield, Ky.—CP new station on 1320 kc 1 kw and daytime hours of operation.

1490 kc

WFKY Frankfort, Ky.—Modification of CP which authorized a new station for change in type of transmitter.

1490 kc

WTWS Clearfield, Pa.—Modification of CP which authorized construction of a new station for approval of antenna and transmitter and studio locations.

1490 kc

WARD Johnstown, Pa.—Modification of CP which authorized a new standard broadcast station for change in type of transmitter and approval of transmitter and studio location and antenna.

1460 kc

WKBO Harrisburg, Pa.—CP change from 1230 to 1460 kc, increase 250 w to 1 kw night and 5 kw daytime, install new transmitter and directional antenna for night use and change transmitter location. (Contingent on grant of WHP application.)

1240 kc

Union City Bcstg. Co. Inc., Union City, Tenn.—CP new station 1240 kc 250 w unlimited.

1450 kc

WHSC Hartsville, S. C.—Modification of CP which authorized construction of new station for change in type of transmitter and approval of antenna and transmitter and studio location.

1230 kc

Dickinson Publishing Co., Dickinson, N. D.—CP new station 1230 kc 250 w unlimited.

580 kc

La Crosse Bcstg. Co., La Crosse, Wis.—CP new station 580 kc 1 kw unlimited, using directional antenna day and night.

1420 kc

Valley Bcstg. Co., Stockton, Calif.—CP new station 1420 kc 1 kw unlimited, using directional antenna at night. Amended re change in directors and stockholders.

Applications Tendered for Filing:

1050 kc

Mayfield Bcstg. Co. Inc., Mayfield, Ky.—CP new station 1050 kc 250 w daytime.

880 kc

Peoples Bcstg. Corp., near Worthington, Ohio—CP new station 880 kc 5 kw daytime.

WSLS Roanoke, Va.—Acquisition of control of licensee corporation by Shenandoah Life Insurance Co. Inc., by purchase of stock from Junius Parker Fishburn.

1490 kc

E. P. Nicholson Jr. and John Wallbrecht, a partnership d/b as Pinnacle Bcstg. Co., Middlesboro, Ky.—CP new station 1490 kc 250 w unlimited.

1450 kc

Richard E. Adams, James H. Shoemaker and Albert A. Anderson d/b as Coastal Bcstg. Co., Charleston, S. C.—CP new station 1450 kc 250 w unlimited.

1400 kc

General Newspapers Inc., Gadsden, Ala.—CP new station 1400 kc 250 w unlimited.

1340 kc

A. M. Garrison, Kenneth T. Mallory and K. N. Moseley, a partnership d/b as Tifton Bcstg. Co., Tifton, Ga.—CP new station 1340 kc 250 w unlimited.

1230 kc

Victor John Morgan and William M. Goza Jr. d/b as The Springtime City Bcstg. Co., Clearwater, Fla.—CP new station 1230 kc 250 w unlimited.

1470 kc

Civic Bcstg. Corp., Anderson, Ind.—CP new station 1470 kc 1 kw daytime.

920 kc

Glen H. Smith and Herbert H. Lee d/b as Lee-Smith Bcstg. Co., Faribault, Minn.—CP new station 920 kc 100 w night 250 w daytime, unlimited.

1150 kc

KFJI Klamath Falls, Ore.—CP change from 1240 kc to 1150 kc, increase 100 w to 1 kw, install new transmitter and directional antenna for night use and change transmitter location.

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Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, Fitchburg, Mass.—CP new community FM station to be operated on Channel 281 with coverage of 3,220 sq. mi.

1230 kc

WEST Easton, Pa.—CP change from 1400 kc to 1230 kc.

730 kc

WOHS Shelby, N. C.—Modification of CP which authorized a new station for approval of antenna and transmitter location and change studio location.

850 kc

A. J. Fletcher, Greensboro, N. C.—CP new station to be operated on 850 kc 1 kw daytime.

1490 kc

W. Walter Tison, Tampa, Fla.—CP new station 1490 kc 250 w unlimited.

Penn Thomas Watson, Wilson, N. C.—CP new rural FM station to be operated with a coverage of 14,100 sq. mi.

Northwest Georgia Bcstg. Co., Cedartown, Ga.—CP new FM station.

1270 kc

KGCU Mandan, N. D.—CP increase from 250 w to 1 kw, install new transmitter and directional antenna for night use.

1300 kc

George Dyson Jr., tr/as The Alton Bcstg. Co., Alton, Ill.—New station to be operated on 1300 kc, power of 1 kw daytime.

600 kc

KSJB Jamestown, N. D.—Modification of CP which authorized increase in power, installation of new transmitter and directional antenna and change in transmitter and studio locations for change in type of transmitter.

Dairyland's Bcstg. Service Inc., Wisconsin Rapids, Wis.—CP for a new community FM station.

Dairyland's Bcstg. Service Inc., Stevens Point, Wis.—CP new community FM station.

1350 kc

KID Idaho Falls, Idaho—Authority to install new automatic frequency control unit.

1400 kc

Rogue Valley Bcstg. Co. Inc., Ashland, Ore.—CP new station 1400 kc 250 w unlimited.

1230 kc

Mosby's Inc., Anaconda, Mont.—CP new station 1230 kc 250 w unlimited.

Application Dismissed:

WTMJ - FM Milwaukee, Wis.—CP change frequency from 45.5 to 43.9 mc, coverage from 8,500 to 17,828 sq. mi. and make changes in antenna system. (Request of applicant.)

Applications Tendered for Filing:

WBRK Pittsfield, Mass.—Application to purchase WBRK and conditional grant of CP for a new Metropolitan FM broadcast station issued to Monroe B. England.

WPAR Parkersburg, W. Va.—Transfer of control of licensee corporation from Charleston Bcstg. Co. to News Publishing Co.

1340 kc

The Tri-State Bcstg. Co., Cumberland, Md.—CP new station 1340 kc 250 w unlimited.

1240 kc

James R. Doss Jr., Decatur, Ala.—CP new station 1240 kc 250 w unlimited.

1280 kc

Gila Co., Silver City, N. Mex.—CP new station 1280 kc 1 kw unlimited.

Canadian Stations Order Transmitters

Close to 60 Broadcasters Get New Postwar Equipment

ABOUT 60 CANADIAN broadcasters have ordered new transmitters. These range from 250 w sets to 10 kw transmitters. With the exception of a few who have composite equipment, most equipment comes from Canadian Marconi, Northern Electric (Canadian subsidiary of Western Electric) and RCA, all with factories at Montreal.

CFRB Toronto is understood to have ordered a new 10-kw RCA transmitter. Five-kw transmitters have been ordered from Canadian Marconi by CFCF Montreal; CFNB Fredericton, N. B.; CFQC Saskatoon, Sask.; CHAB Moose Jaw, Sask.; CHRC Quebec; CJCA Edmonton; CJCB Sydney, N. S.; CJOC Lethbridge, Alta.; CKOC Hamilton, Ont.; CKSO Sudbury, Ont.; and CKEY Toronto; from RCA by CFAC Calgary; CFPL London, Ont.; CFRN Edmonton; CHML Hamilton, Ont.; CHOK Sarnia, Ont.; CJKL Kirkland Lake, Ont.; CKCK Regina, Sask.; CKCW Moncton, N. B.; CKGB Timmins, Ont.; CKRC Winnipeg; CKRM Regina, Sask.; CKWS Kingston, Ont.; and CFBC St. John, N. B.; from Northern Electric by CHNC New Carlisle, Que.; CHNS Halifax; CHSJ St. John, N. B.; CJBR Rimouski, Que.; CJCH Halifax; CKBI Prince Albert, Sask.; and CKNB Campbellton, N. B.

One-kw transmitters have been ordered from RCA by CFCH North Bay, Ont.; CFOS Owen Sound, Ont.; CKMO Vancouver and CHAT Medicine Hat, Alta.; from Canadian Marconi by CHGB St. Anne de la Pocatiere, Que.; CHLT Sherbrooke, Que.; CKPC Brantford, Ont.; and CJDC Dawson Creek, B. C.; from Northern Electric by CFCO Chatham, Ont.; and CKSB St. Boniface, Man.

Orders for 250-w transmitters from RCA have been placed by CFJM Brockville, Ont.; from Northern Electric by CHEF Granby, Que.; CJBQ Belleville, Ont.; CJLS Yarmouth, N. S.; CJOB Winnipeg; and from Canadian Marconi by CKCV Quebec; CKPG Prince George, B. C.; and CKTS Sherbrooke, Que.

Composite equipment has been ordered by CFCY Charlottetown, P. E. I., 5 kw; CJFX Antigonish, N. S., 5 kw; CFGP Grande Prairie, Alta., 1 kw; CJVI Victoria, B. C., 1 kw; CFRC Kingston, Ont., 250 w.; and CHWK Chilliwack, B. C., 250 w.

WQXQ Unit Arrives

WQXQ, FM affiliate of WQXR New York, last week received the Western Electric 1 kw driver unit which will enable station to broadcast on new frequency of 97.7 mc. Unit, scheduled to be operating by April 1, is part of 10 kw transmitter ordered by WQXQ for June delivery. WQXQ will offer simultaneous FM service on two frequencies, continuing on its old band of 45.9 mc as well as on new frequency, until FCC abolishes old FM band.

AUDIENCE MEASUREMENT techniques are being learned by these four veterans, training at New York headquarters of C. E. Hooper Inc. They are (l to r): Edward Hynes, AAF; Ralph de Castro, AAF; Robert Rogers, USNR; William Peavey, USNR. Hooper expansion plans include enlarged staff at Hollywood for West Coast ratings.

MEDIATOR SARNOFF

RCA President Assumes Arbitrator's Role In Averting New York Transit Strike

A CITY'S heartfelt "thank you" was Brig. Gen. David Sarnoff's birthday greeting last Wednesday, when the president of RCA celebrated his 55th birthday.

Reason for the gratitude was that the day before, largely through the efforts of Gen. Sarnoff, assisted by Edward J. McGrady, RCA vice president in charge of labor relations, Mayor William O'Dwyer of New York had been able to announce that the Transport Workers Union (CIO) would not go through with their threatened strike against the city's subway system, which had been set for midnight Tuesday.

In announcing the settlement Tuesday afternoon, Mayor O'Dwyer stated: "The mayor and the people of the City of New York are deeply indebted to Gen. David Sarnoff, Mr. Edward McGrady and others for the important part they played in the settlement of this crisis. They worked patiently and unceasingly from the time I called upon them last Saturday."

After several long distance phone conversations with Philip Murray, CIO president Mayor O'Dwyer on Saturday called Gen. Sarnoff and Mr. McGrady to an official meeting at City Hall, which shortly adjourned to continue as a secret session in a New York hotel. A call was made to Mr. Murray in Washington and on Sunday evening Gen. Sarnoff and Mr. McGrady met Mr. Murray in his Washington hotel.

Monday evening Gen. Sarnoff and Mr. McGrady reported to the Mayor in a meeting at Gen. Sarnoff's office in the RCA Bldg. At the same time, Arthur S. Meyer of the New York State Mediation Board whom Mayor O'Dwyer had also asked to help, met in his office with representatives of the union. Several hours later this group joined the other at Gen. Sarnoff's office.

At 3 a.m. a call was put through to Mr. Murray, telling him the strike had been averted. Two hours later, at 5 a.m. at Gen. Sarnoff's residence, the agreement recommending that the strike be called off was signed. It was made public at 2 p.m. Tuesday.

Announcement was first aired by WNYC and WOR at 2:06. At 3 p.m. WNYC, WOR and WEAF carried a broadcast by the mayor, Gen. Sarnoff and Mr. Murray. This 10-minute program was later rebroadcast by a number of other New York stations.

WAR SURPLUS SOLD AT 40c ON DOLLAR

WAR ASSETS Corp., new U. S. agency handling sale of domestic war surplus equipment, is realizing 40 cents on the dollar in sale of electronic items, it announced Thursday.

Manufacturer sales agents who handle electronic surplus had been consigned $52,850,000 in equipment under license contracts as of Jan. 1, selling items that cost the Government $8,500,000 for $3,448,000.

Electronic tubes accounted for $2,456,000 of total sales; telephone and telegraph items $115,000; electrical instruments $102,000; other electronic and communication items $775,000.

Estimated total of $2,500,000,000 of surplus electronic products will go on sale eventually, ranging from walkie-talkies to complete transmitter units of various types, according to WAC. Many of the special items have little sales appeal, it was explained. Stockpile will reach rate of $250,000,000 a month by September, says WAC.

WAC is encouraging novel uses of electronic gadgets, such as fishing rods made from whip antennas. Boy Scouts are using code practice telegraph keys in training activity. A veterinarian wanted a mine detector to locate bits of metal swallowed by animals.

Total Conditional FM Grants Reach 345; Hearings Hit 125

CONDITIONAL grants for FM stations reached 345 last week as the FCC authorized 15 additional outlets. The Commission also designated one application for hearing, bringing the number of FM hearing cases to 125. Approximately 265 applications were awaiting action.

Last week's grants were all for metropolitan or "metropolitan, possibly rural" stations. The conditional authorizations permit grantees to proceed with preliminary planning of their stations but require further examination of engineering proposals.

Newcomers

Four newcomers were among the week's grants, the remainder going to existing standard broadcast stations. Wabash Valley Broadcasting Corp. received authorization to build a station in Terre Haute, Ind. Largest block in the company is held by Frank E. McKinney (36.6%), president of the Fidelity Trust Co., Indianapolis. Other participants are Robert H. Hinckley (15%), former director of the Office of Contract Settlement, whose wife owns 50% of KALL Salt Lake City; George C. Hatch (6.25%), who owns 25% of KALL; Wilda C. Hatch (6.25%), wife of Mr. Hatch and owner of 25% of KALL; A. L. Glassman (12.5%), chief owner of KLO Ogden, Utah; Frank M. McHale (8%), senior member of an Indianapolis law firm. Estimated cost is $57,500.

Wichita Beacon Broadcasting Co. received a grant for a station in Wichita, Kan. The company is owned by Louis, Max and John Levand, publishers of the *Wichita Beacon*. They estimate cost of the station at $60,000.

Lee Segall Broadcasting Co., which received a grant for Houston, Tex., is almost entirely owned by William A. Smith (97%). Mr. Smith holds a 34% interest in Citizens State Bank of Houston, owns 72% of the William A. Smith Construction Co., and has other business interests. Lee Segall (1%) is the owner of Segall & Goodwin Inc., Houston advertising agency. Estimated cost is $16,850.

Midwest Broadcasting Co. was granted a station in Milwaukee, Wis. Owners of the company are John Fleissner (21%), part owner of Taylor Mfg. Co.; G. E. Inghram (21%), operator of a radio times sales agency with offices in Milwaukee; Cliff Oliver Vivian (21%); Herbert E. Wihlein (21%), a Milwaukee business man;

and Clifford A. Randall (16%), an attorney. Estimated cost of the station is $45,200.

Designated for consolidated hearing was an application by Chesapeake Broadcasting Co., Washington, D. C. The action brought to 15 the number of applications for the 11 available frequencies in the Capital, hearings on which are to begin March 11.

The Commission also granted a construction permit to United Broadcasting Co., Cleveland, for a developmental FM station, using 1 kw power, frequencies to be assigned from time to time.

Following are grants made:

City	Grantee	Type of FM Station
	FLORIDA	
Jacksonville	City of Jacksonville (WJAX)	Metropolitan
Jacksonville	Jacksonville Broadcasting Co. (WPDQ)	Metropolitan
	IDAHO	
Nampa	Frank E. Hurt and Son (KFXD)	Metropolitan
	INDIANA	
Terre Haute	Wabash Valley Broadcasting Corp	Metropolitan
	KANSAS	
Wichita	Louis Levand, Max Levand and John Levand, d/b as Wichita Beacon Broadcasting Co.	Metropolitan
	NEW HAMPSHIRE	
Manchester	The Radio Voice of New Hampshire, Inc. (WMUR)	Metropolitan
	PENNSYLVANIA	
Lewistown	Lewistown Broadcasting Co. (WMRF)	Metropolitan
	TEXAS	
Abilene	The Reporter Broadcasting Co. (KRBC)	Metropolitan
Dallas	KRLD Radio Corp. (KRLD)	Metropolitan, possibly rural
Dallas	A. H. Belo Corp. (WFAA)	Metropolitan
Fort Worth	Carter Publications, Inc. (WBAP)	Metropolitan, possibly rural
Houston	Lee Segall Broadcasting Co.	Metropolitan
Tyler	East Texas Broadcasting Co. (KGKB)	Metropolitan
Vernon	Northwestern Broadcasting Co. (KVWC)	Metropolitan
	WISCONSIN	
Milwaukee	Midwest Broadcasting Co.	Metropolitan

WCBM CHALLENGES WFCI POWER BOOST

PETITION was to be filed Friday by Spearman & Roberson, Washington law firm, for WCBM Baltimore asking the FCC to issue an order requiring WFCI Pawtucket, R. I., to show cause why it should not install a directional antenna providing greater protection to WCBM in case WCBM's application for change to WFCI's frequency with increased power is granted.

A Commission board on Wednesday had upheld an increase in power for WFCI, granted Jan. 16 without hearing, by granting WFCI's motion to dismiss a WCBM petition for reconsideration and hearing on the application. WFCI, operating on 1420 kc with 1 kw, was authorized to increase power to 5 kw using directional antenna fulltime. WCBM's application—for change from 1400 kc to 1420 kc and increase in power from 250 w to 5 kw using directional antenna fulltime—is still pending.

The Baltimore station's new petition it was said, was based on grounds that the grant of the Pawtucket application was in error since the two applications are in conflict and should be heard together. Under the Supreme Court decision in the Ashbacker-Fetzer case, the FCC must hold hearings before granting any applications in case applications are mutually exclusive.

On Eastward Trip

THELMA KIRCHNER, manager of KGFJ Hollywood, and husband, William H. Smalley, are on extended station business trip which will include Des Moines, Chicago and New York.

Percy to FCC

LT. COMMDR. ROBERT W. PERCY, USNR, active in naval communications for many years, has been assigned to duties in the Operations and Amateur Section of the FCC Engineering Dept. Commdr. Percy played a prominent role in radio communication training for the WAVES and wrote the Naval Radio Procedure Course. He was assistant commanding officer on the staff of the Commander of the South Pacific Area during 1943 and 1944.

ASHBACKER HEARING SET FOR APRIL 11

CONSOLIDATED hearing on the Ashbacker-Fetzer applications for 1230 kc, ordered by the FCC to comply with the U. S. Supreme Court decision in the case [BROADCASTING, Feb. 11], last Thursday was postponed from March 12 to April 11.

Postponement was granted by Motions Commissioner Paul A. Walker on request of Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, representing Ashbacker Radio Corp. Louis G. Caldwell of Kirkland, Fleming, Green, Martin & Ellis, Washington attorneys for Fetzer Broadcasting Co., opposed the motion.

Ashbacker's original application to change frequency of WKBZ, its station at Muskegon, Mich., from 1490 kc to 1230 kc had been designated for hearing while the Fetzer application for a new station (WJEF) on 1230 kc at Grand Rapids had been granted and construction permit and license had been issued. Ashbacker carried the case to the Supreme Court, which ruled that the Commission cannot grant one of two mutually exclusive applications while designating the other for hearing. WJEF is now operating under special temporary authorization.

Joy Returns to Coast

DICK JOY, co-owner of KCMJ Palm Springs, Calif., and currently handling announcing assignment on CBS "Danny Kaye Show," has returned to West Coast headquarters after seven months in New York. He will continue network announcing duties as well as those of station operation.

FREE RADIO IN JAPAN

American Effort Towards Re-educating Minds Of Japs Reliant on Broadcasting

RADIO'S ROLE in rehabilitating the minds of the Jap citizenry was described last week in San Francisco by Brig. Gen. Ken R. Dyke, chief of civil education and information in Tokyo, shortly after his arrival in the country. Formerly NBC director of advertising and sales promotion, Gen. Dyke was called to active duty in 1943 to serve with General Douglas MacArthur as chief of civil information and education and assumed his present post following VJ Day.

Three days before the formal surrender, he and his staff took over, assigning one of Radio Tokyo's three networks to AFRS and operating the other two with Japanese assisted by an advisory committee of Jap citizens.

When the AFRS programs first were aired, it was found that the Japs listened to Jack Benny and other American entertainment as avidly as our troops. Later foreign news, long denied Jap listeners, became the top listening item.

In operating their own networks the Jap Advisory Committee is responsible to the Civil Information and Education office. The importance of radio is emphasized, according to Gen. Dyke, when the much-vaunted literacy myth is understood.

Percentage Misleading

Although the Japs have claimed a literacy rate of 99.6%, he explained that this "becomes less impressive when you discover there are 15,000 characters in the Japanese alphabet (lifted directly from the Chinese), that there are seven systems of writing and in order to understand the Chinese characters a side writing made up of phonetics is necessary for Japanese."

He reported that the average "educated" Jap recognizes 1,500 to 2,000 characters and the average newspaper uses 4,000. By test he said that one of every 10 Tokyo citizens could not even read the names of the Japanese war criminals when posted, much less translate the brief account of the crimes.

Considering this, "trying to reach such a nation, unless you can speak to it directly, as by radio, would be an impossibility."

JAP NEWSPAPERS complete with radio listings explain the pleased expression of KPO-NBC San Francisco Manager John W. Elwood (l) as he hears the details of the radio education campaign bossed by Brig. Gen. Ken R. Dyke (r).

Before the American occupation there was little variety to Jap programming and such staples as agricultural programs, political discussion periods, and special events were excluded from the radio fare, he said. Through the introduction of agricultural and women's programs, "farmers and women not only learn about the outside world but also about internal reforms and needs. In their own language Jap farmers understand how near the country is to starvation and how hoarding of food means death to a large portion of the population."

GARDNER COWLES DIES ON BIRTHDAY

GARDNER COWLES Sr., founder of the *Des Moines Register & Tribune*, died Thursday on his 85th birthday. Father of Gardner Jr. and John, he encouraged his sons to expand their operations into radio in 1931, with the founding of Iowa Broadcasting System comprising KSO-KRNT Des Moines and WMT Waterloo-Cedar Rapids.

These comparatively modest holdings have grown into Cowles Broadcasting Co. comprising KRNT Des Moines; WNAX Sioux City-Yankton; WOL Washington, WHOM Jersey City-New York; WCOP Boston. In addition *Look* Magazine was founded in 1937 with Gardner Jr. as president-editor. Two years earlier Gardner Jr. combined with his brother John in purchasing the *Minneapolis Star*.

Starting as a country lawyer, Mr. Cowles entered newspaper field in 1903, eventually acquiring all of newspaper properties in Des Moines which he merged into the *Register and Tribune*. Born Feb. 28, 1861 in Oskaloosa, Ia., he was graduated from Iowa Wesleyan College in 1882 and received his M.A. in 1885.

At Deadline...

BMB SUBSCRIPTIONS TOP $1,000,000

SUBSCRIPTIONS for BMB's 1946 survey of station and network audiences total $1,096,180, Roger Clipp, WFIL Philadelphia, BMB treasurer, told BMB Board Friday at annual meeting in New York. Subscribers include the four networks and 638 stations, Linnea Nelson, J. Walter Thompson Co., chairman of the advertising industry relations committee, reported, with WWJ Detroit and KBIX Muskogee, Okla., having joined since Feb. 25. BMB's governing body unanimously reelected: J. Harold Ryan, Fort Industry Co., chairman; Mr. Clipp, secretary-treasurer; Paul West, ANA president, and Frederic Gamble, AAAA president, vice chairmen. Board unanimously endorsed work of Hugh Feltis, BMB president.

Board adopted rules governing editorial use of BMB data, including a proviso permitting BMB subscribers to authorize publications to use their BMB audience index figures, provided such use is confined to the current period covered by the reports. Board membership was increased from 18 to 21 and Justin Miller, NAB president, elected as NAB's seventh representative. Additional ANA and AAAA members still to be named.

FIDLER, ABC, CARTER SUED

LIBEL SUIT against Jimmie Fidler, ABC, Carter Products Inc. and Small & Seiffer Agency filed by Walter Wanger and Diana Productions Inc. in Los Angeles Superior Court. Fidler assertedly criticized Wanger for endeavoring to have film, *Scarlet Street*, shown in Atlanta after being banned by censor. Wanger counsel also filed complaint with FCC, pointing out that picture had been approved by Motion Picture Producers Assn. and that Fidler statements discredited film in minds of listeners.

Closed Circuit

(*Continued from page 4*)

ington, Ky.; WCMI Ashland; KFDA Amarillo; WBIR Knoxville) for $250,000.

POSSIBLE business convenience marriage of the Hummerts, crack radio writing team, and C. P. MacGregor, Hollywood transcription producer, who has handled AFRS wartime load, talked last week. Frank and Anne Hummert, who write soap operas for networks, are contemplating using wax. MacGregor, veteran transcriber and packager, has production and distribution. No ownership fusion is involved —simply possible joining of forces on writing, production and distribution. Midwife is Ed Kirby, public relations counselor for both.

RADIO and Electronics Institute of America expects to start May 1 in New York as resident school for GI's with implied blessing of Veterans Administration. To use surplus Army equipment, organization is headed by Col. R. L. Duncan, former president of RCA Institutes, president, and Col. William B. Campbell, formerly with Press Wireless, as vice president. More than 11% of all returning GI's are said to want radio or electronics training and existing schools are turning them away due to bulging enrollments. Institute said to be capitalized at $250,000 and plans to open on West Coast in fall following New York start.

FIBBER AND MOLLY TOP HOOPER RATINGS

FIBBER McGEE & MOLLY heads list of nation's most popular programs, according to Feb. 28 report of C. E. Hooper Inc. which rates this program 30.4. Bob Hope was second with 29.8; Charlie McCarthy third with 26.6. Rest of first fifteen evening programs are: Red Skelton, 26.3; *Radio Theatre*, 26.1; Bing Crosby, 23.5; Jack Benny, 22.6; *Screen Guild Players*, 21.7; Fred Allen, 21.6; Jack Haley with Eve Arden, 21.2; *Mr. District Attorney*, 21.0; Eddie Cantor, 19.6; *Amos 'n' Andy*, 19.5; Walter Winchell, 19.3, and *Abbott & Costello*, 18.0.

Top ten daytime programs are: *Breakfast in Hollywood* (11 a.m.), 8.0; *Young Widder Brown*, 7.9; *Breakfast in Hollywood* (11:15 a.m), 7.9; *Our Gal Sunday*, 7.7; *Portia Faces Life*, 7.5; *When a Girl Marries*, 7.5; *Ma Perkins* (CBS), 7.3; *Big Sister*, 7.2; *Life Can Be Beautiful*, 7.1; *Pepper Young's Family*, 7.0; *Kate Smith Speaks*, 7.0.

MICHIGAN EDUCATORS MEET ON RADIO

CONFERENCE to promote radio use in schools scheduled March 9 in Lansing by Michigan State College speech department in cooperation with Lansing public schools. George Jennings, acting director of Chicago Radio Council and WBEZ, will demonstrate use of in-school broadcasts. Agenda also includes address by Dr. William B. Levenson, directing supervisor of radio for Cleveland schools; FM school panel, presided over by Waldo Abbot, director of broadcasting at U. of Michigan.

MILLER AT FOOD CONFERENCE

AID OF broadcasting industry in carrying out food conservation plan designed to relieve starving nations was sought by President Truman at Friday afternoon conference with 12 nationally prominent persons. NAB President Justin Miller represented broadcasters. Conference included Secretaries Anderson and Wallace, and former President Herbert Hoover. Methods of getting maximum results from campaign were discussed.

RCA BOARD Friday declared dividend of 87½ cents a share on cumulative first preferred stock for first quarter of 1946, payable April 1 to stockholders of record March 11.

WHERE THERE'S A WILLS THERE'S A WAY

COMMISSIONER William H. Wills of the FCC and President Truman have something in common—enough white shirts to run them this season. Presiding at hearings on new standard broadcast applications in Miami last week, Gov. Wills had occasion to swear one Mr. Richards, Miami department store executive who appeard as a character witness. In an aside, he asked the merchant whether he had any white shirts, size 15½, 35 inch sleeve length. The response was negative, but before he left Miami, Gov. Wills had 14 white shirts. He shelled out $69.75 for them. A couple of people in the audience heard his stage whisper.

People

ROBERT C. FEHLMAN, commercial manager of WHBC Canton, O., since 1941, named manager. William I. Hershey, temporary manager, resumes duties as assistant to Eugene Carr, director of radio for Brush-Moore Newspapers Inc.

COL. TELFORD TAYLOR, former general counsel on the FCC, who has been assisting in the prosecution of the Nuremberg war trials, has returned home for a month. While here he will recruit a new staff of attorneys to assist in the second phase of the trials. He has no immediate plans as to discharge or return to Government or private law practice.

RICHARD D. BUCKLEY, nine years with John Blair & Co., station representative, has been appointed vice president in charge of sales, New York office. WILLIAM WELDON, released from Navy, resumes duties on New York sales staff.

PAUL RADIN, member of management board of Buchanan & Co., New York, elected vice president of organization, and leaves for Hollywood to take charge of Beverly Hills office. John Krimsky, in charge of Hollywood office, returns to New York to be account executive on United Artists and International Pictures accounts.

HAZEL RAY SMITH, for nearly a decade office manager in offices of George O. Sutton, Washington radio attorney, resigned last week to accept similar position with law firm of Miller & Schroeder, Washington. VIRGINIA REA RICE, secretary to Mr. Sutton 16 years, also has resigned but has not announced plans.

HARRY WISMER, director of ABC sports, goes to Florida this week to cover major league spring training, will be heard on WJZ New York, ABC key station, five nights weekly, on Bethlehem Steel show.

LT. (jg) GLENN C. JACKSON, on leave as program director of WSPD Toledo, discharged. He entered naval Reserve February 1944, served on Okinawa and more recently in Bureau of Personnel, radio section, Washington.

KENNETH ROBINSON, freelance writer, named radio director of Arthur Meyerhoff Agency, Chicago, succeeding the late Nelson Shawn. BOB CARTER, freelance, named publicity director.

CAPT. LLOYD G. WHITEBROOK, after 3½ years in Army, rejoins Ben Sackheim Inc., New York, as vice president.

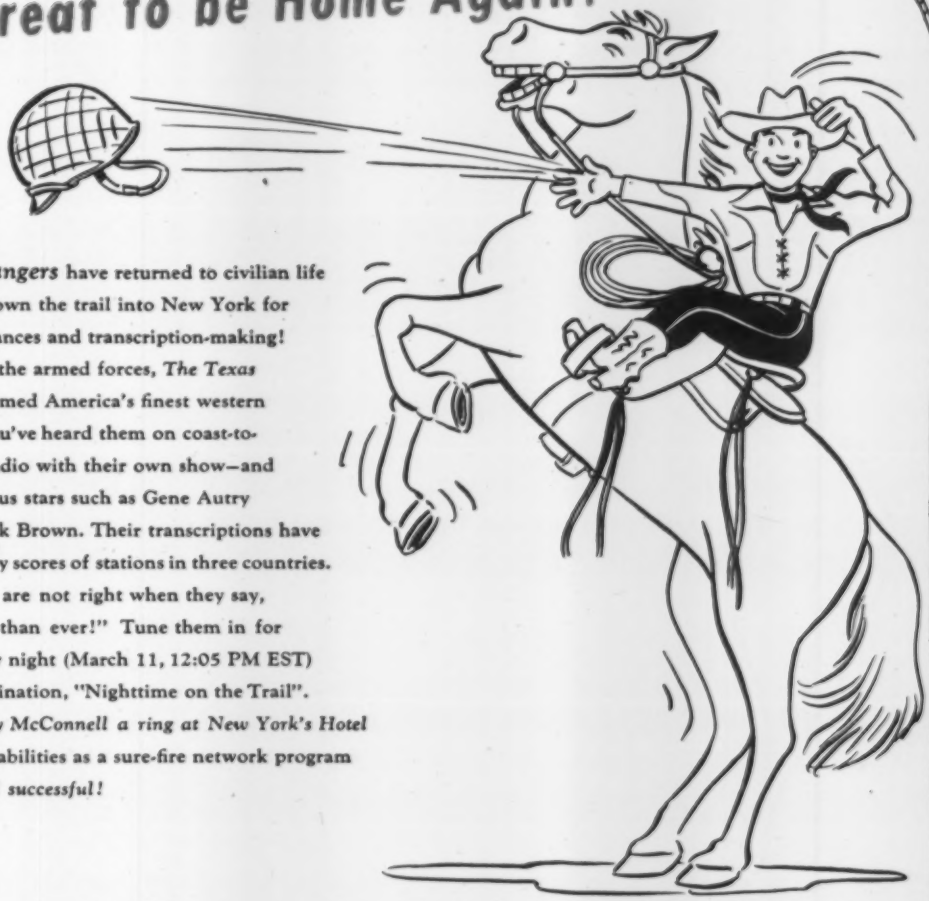
JAMES C. PETRILLO, AFM president, taking several weeks' rest on doctor's orders.

JOHN PAINE, general manager of ASCAP, leaving New York between March 10 and 15 to visit France, Norway and England, plans on returning in time to address Music Educators National Conference in Cleveland March 27-April 3.

RALPH PEREZ PERRY, president of new WKVM Arecibo, Puerto Rico, last week resigned as chief engineer of WPRA Mayaguez to devote full time to new operation. Eliezer D. Lugo, ex-Army infantry captain, fills WPRA vacancy.

BEN FEINER Jr., formerly assistant program director of WCBW, CBS television station in New York, has been named acting program director.

It's Great to be Home Again!



The Texas Rangers have returned to civilian life and are ridin' down the trail into New York for personal appearances and transcription-making! Before entering the armed forces, *The Texas Rangers* were named America's finest western musical unit. You've heard them on coast-to-coast network radio with their own show—and with other famous stars such as Gene Autry and Johnny Mack Brown. Their transcriptions have been broadcast by scores of stations in three countries. See if the critics are not right when they say, "They're better than ever!" Tune them in for yourself Monday night (March 11, 12:05 PM EST) on the CBS origination, "Nighttime on the Trail". *Then give Jimmy McConnell a ring at New York's Hotel Lincoln* for availabilities as a sure-fire network program idea—*tested and successful!*

Eastern Offices Opened in New York!

There is no question as to the excellence of *The Texas Rangers living library* of transcribed western tunes. While in New York, they will be making fresh additions to this library. Now, more than ever, you'll find that *The Texas Rangers* are the answer to that program problem on stations large and small. In order to improve its service to the eastern seaboard, Arthur B. Church announces the opening of an office at

Anxious to be Johnny-on-the-spot is Arthur Poppenberg, newly appointed eastern sales manager. His background qualifies him to be of valuable assistance in getting the most out of *The Texas Rangers* library in any part of the country. Give him a ring (Lexington 2-4991), and you'll find him "popping in" with full details and prices on *The Texas Rangers living library*—and other Arthur B. Church tested features.

475 Fifth Avenue, New York 17, New York.

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

Pickwick Hotel, Kansas City 6, Mo.